2014 HASBRO toy fair INVESTOR EVENT

Debbie Hancock

VP, Investor Relations

Safe Harbor

This presentation contains forward-looking statements concerning management's expectations, goals, objectives and similar matters, which are subject to risks and uncertainties. These forward-looking statements may include comments concerning our product and entertainment plans, anticipated product performance, business opportunities and strategies, costs, financial goals and expectations for our future financial performance and achieving our objectives. There are many factors that could cause actual results and experience to differ materially from the anticipated results or other expectations expressed in these forward-looking statements, including consumer and retailer interest in and acceptance of our products and product lines, changes in marketing and business strategies and entertainment plans, our ability to successfully execute our business strategies including in our U.S. and gaming businesses, and future global economic conditions, including foreign exchange rates. Some of those factors are set forth in the Company's Annual Reports on Form 10-K, in the Company's Quarterly Reports on Form 10-Q, in the Company's Current Reports on Form 8-K and in the Company's other public disclosures. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this presentation to reflect events or circumstances occurring after the date of this presentation.

Brian Goldner

President and Chief Executive Officer

CREATING A REVOLUTION IN PLAY

AGENDA

CREATING A REVOLUTION IN PLAY

- **Global Brand Building** | John Frascotti
- **Backflip Studios** | Julian Farrior
- **Franchise Brands** | Global Brand Teams
- **Financials** | Deb Thomas
- **Question & Answer**
- **Showroom Tours**

BRAND BLUEPRINT

HASBRO BRANDS

Franchise

TRANSFORMERS

NERF

MAGIC The Gathering

Play-Doh

Littlest Pet Shop

my LITTLE PONY

MONOPOLY

2013 Global Franchise Brands:

44%

of our revenues

+15%

Growth vs. 2012

Audio Only

DIGITAL MEDIA

Across Platforms

BACKFLIP STUDIOS

ACTIVISION

UBISOFT

GAMELOFT

SCIENTIFIC GAMES

:DeNA

JAGEX GAMES STUDIO

Hasbro Gaming™

IMMERSIVE ENTERTAINMENT EXPERIENCES

Great Storytelling and Content on All Screens

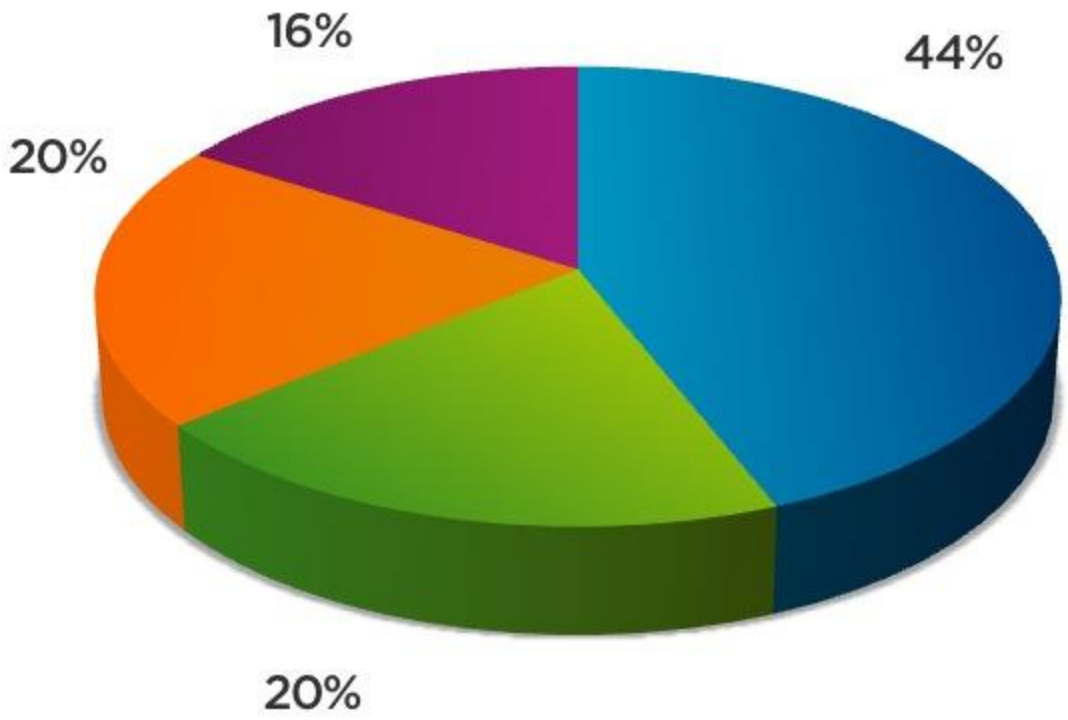
LIFESTYLE LICENSING

Integrated Global Licensing Teams

2013 Momentum

Six out of Seven of the Franchise Brands Increased

FOCUS DRIVING GROWTH



- Franchise Brands
- Partner Brands
- Games
- Rest of Hasbro

Note: All data is approximate

GIRLS

+26%

vs. 2012

Six Consecutive
Quarters of Growth

$1 Billion+ Revenues

My Little Pony · My Little Pony Equestria Girls · Nerf Rebelle · Furby · Easy-Bake · Hasbro

GAMES +10% vs. 2012

Two Years of Growth

Up Absent Games' Franchise Brands

MONOPOLY

ELEFUN & FRIENDS

MAGIC The Gathering

CONNE TRO SORRY! Value Gaming

TELEPODS

BACKFLIP STUDIOS

Hasbro

EMERGING MARKETS

Continued Double-Digit Growth

25%
Revenue Growth

$575M
Revenues

40%+
Operating Profit Growth

GLOBAL PORTFOLIO

by Region

- Developed Economies Challenging
  - Tight Inventory Management
  - Late Holiday Shopping
- Difficult Comparisons in Boys
- Fewer Shopping Days

- Franchise Brands up 15%
- International up 5%
  - Growth in All Regions
  - 25% Growth in Emerging Markets
- Entertainment & Licensing up 5%

DIVERSIFIED BRAND PORTFOLIO

Record Year for Girls!

First $1 Billion Year

New Initiatives

NERF Rebelle

TELEPODS

my LITTLE PONY

SORRY!

Value Gaming

Hasbro

2014 & Beyond

Continue Franchise Brand Momentum

2014 First Year of Unprecedented Era of Boys' Entertainment

Entertainment Builds Over Several Year Period

Hasbro

CREATING A REVOLUTION IN PLAY

Geography

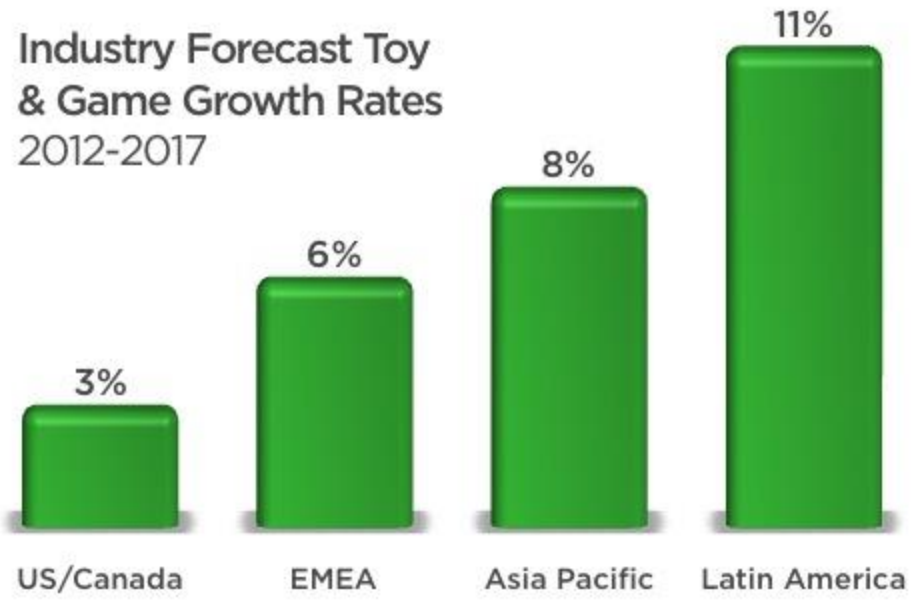
Consumer Engagement

Hasbro & Partner Brands

GEOGRAPHIC

Power Shift

CREATING A REVOLUTION IN PLAY
GEOGRAPHY



Global Growth Forecast

6%

Source: Euromonitor International

momentum

in Hasbro's Emerging Markets

CREATING A REVOLUTION IN PLAY
GEOGRAPHY

3-Yr CAGR: 35% | 5-Yr CAGR: 30%

3-Yr CAGR: 113% | 5-Yr CAGR: 96%

14% of Total Revenue

- Operating Profit Margin 10.1% of Revenues vs. 8.9% in 2012
- Expect Continued Double-Digit Growth

GROWTH

Opportunities

CREATING A REVOLUTION IN PLAY
GEOGRAPHY

Emerging Markets	Double-Digit Growth
Developing Markets	Above Industry Growth
Developed Economies	Modest Growth

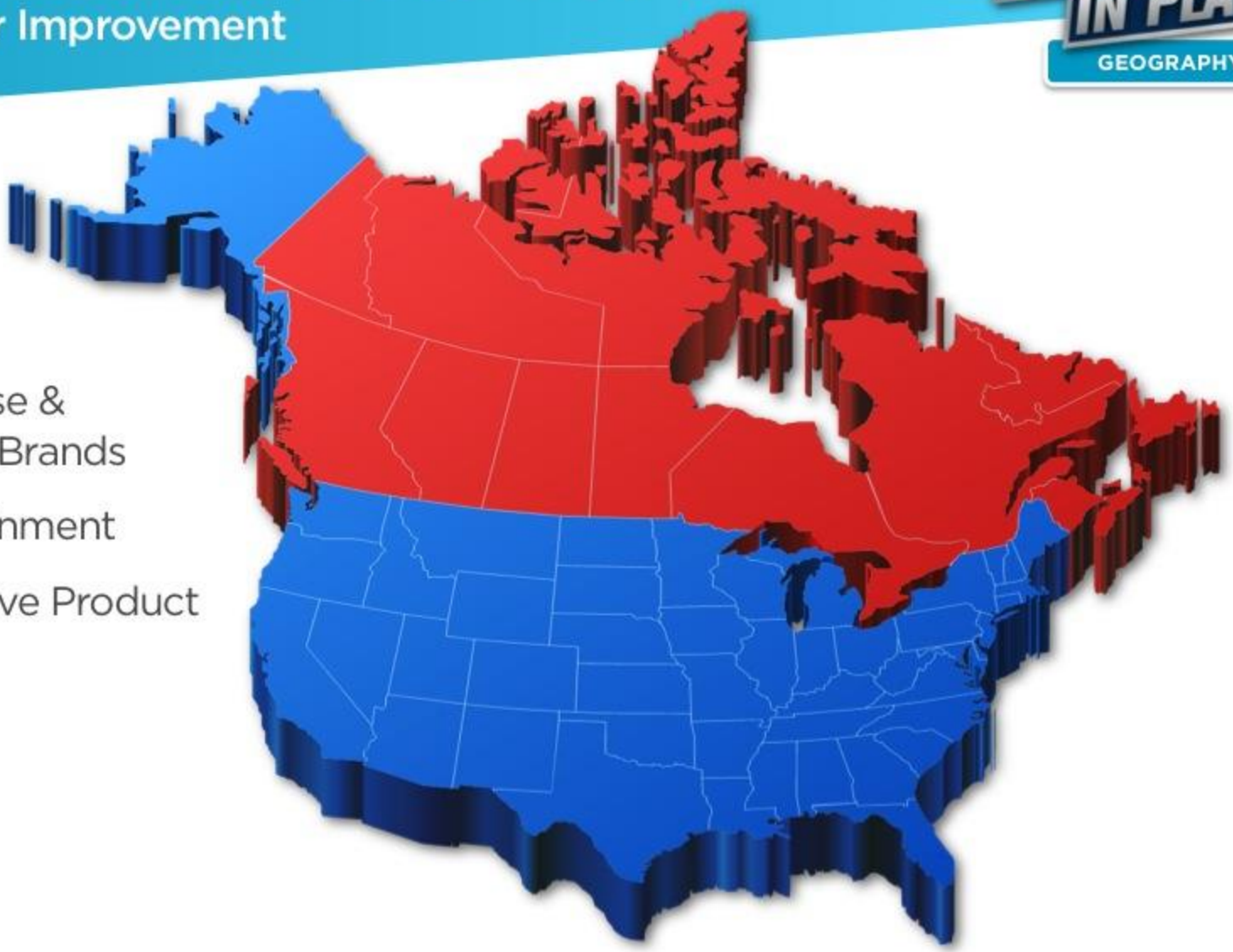
Hasbro

U.S. & CANADA

Poised for Improvement

CREATING A REVOLUTION IN PLAY

GEOGRAPHY



- Franchise & Partner Brands
- Entertainment
- Innovative Product

CREATING

A Branded Play World

CREATING A REVOLUTION IN PLAY

GEOGRAPHY

China

Peru

Singapore

Spain

U.S.

Hasbro

CONSUMER ENGAGEMENT

Brands are the Key Point of Engagement

CREATING A REVOLUTION IN PLAY

CONSUMER ENGAGEMENT

Franchise & Partner Brands

TRANSFORMERS
MAGIC The Gathering
my LITTLE PONY
Littlest Pet Shop
NERF
Play-Doh
MONOPOLY
MARVEL
STAR WARS
DISNEY
SESAME STREET
BEYBLADE
B-DAMAN
DREAMWORKS
ANGRY BIRDS

Challenger Brands

KRE-O
KAIJUDO
FurReal friends
Baby Alive
PLAYSKOOL
PLAYSKOOL HEROES
Furby

Gaming Mega Brands
OPERATION
BATTLESHIP
Jenga
Twister
LIFE

New Brands

STRETCH ARMSTRONG
MICRONAUTS
BLAZING TEAM
Hanazuki Full of Treasures

Hasbro

PRODUCT INNOVATION

Deliver Across a Multi-Generational Consumer Base

CREATING A REVOLUTION IN PLAY

CONSUMER ENGAGEMENT

TRANSFORMERS RESCUE BOTS

ROBOTS IN DISGUISE

KRE-O Create It.

CONSTRUCT BOTS

TRANSFORMERS GENERATIONS

Hasbro

EXPANDING

the My Little Pony Consumer

CREATING A REVOLUTION IN PLAY

CONSUMER ENGAGEMENT

3-6 yrs

5+ yrs

5-10+ yrs

My Little Pony

My Little Pony Pop

My Little Pony Equestria Girls

Hasbro

connected

Consumers

CREATING A REVOLUTION IN PLAY

CONSUMER ENGAGEMENT

10B

Mobile Connected Devices by 2018

7.6B

World Population by 2018

1M

Minutes of Video Watched Every Second

Technology is a Tool Influencing:

Play • Media • Retail • Shopping • Information

Source: Cisco Visual Networking Index

Kids are connected

CREATING A REVOLUTION IN PLAY
CONSUMER ENGAGEMENT

Child Owns Internet Enabled Mobile Device

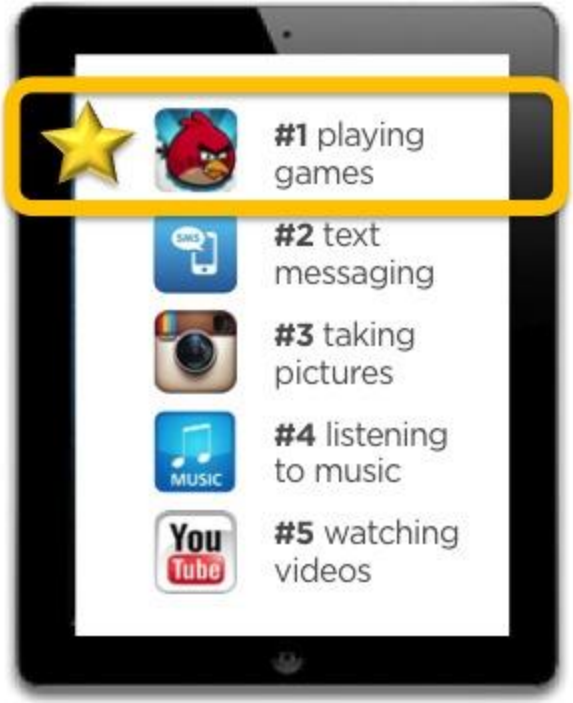
U.S. Kids 6-12

...Especially Amongst Millennial Parents

60%

Parents of Kids 6-12 Who Went Online with Child and Paid to Download Content

Top Activities on Cell Phone/Tablet



Source: Ipsos MediaCT LMX Family 2013 U.S. Study

GAMING
ANYTIME, ANYWHERE

CREATING A REVOLUTION IN PLAY

CONSUMER ENGAGEMENT

EXPANDING DIGITAL ENGAGEMENT

CREATING A REVOLUTION IN PLAY

CONSUMER ENGAGEMENT

85M

Consumers Visited a Hasbro Digital Experience in 2013

iTunes YouTube Google play

PLAN IN ACTION

CREATING A REVOLUTION IN PLAY

CONSUMER ENGAGEMENT

LIKE

Programming in theatre, TV, DVD and TV ads

LOVE

Close to 50M online video views

WANT

Close to 18M online product interactions

Advertising
PLAN IN ACTION

CREATING A REVOLUTION IN PLAY

CONSUMER ENGAGEMENT

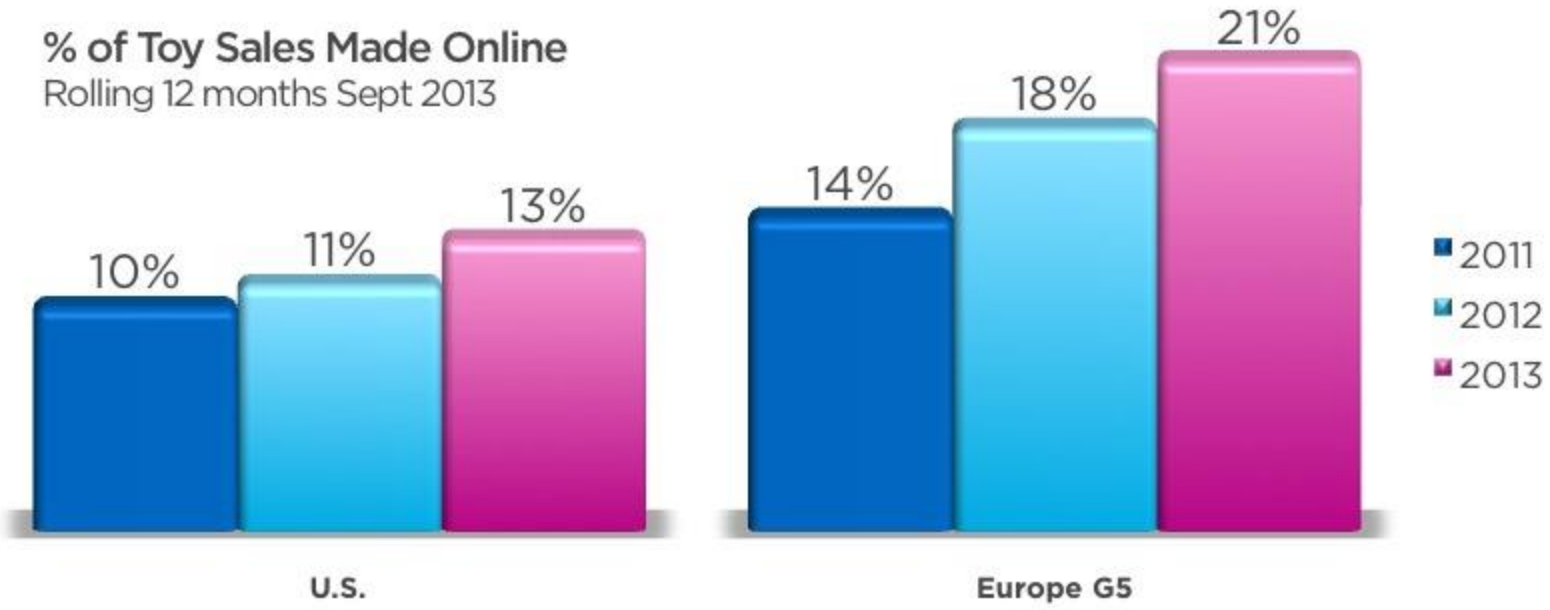
Hasbro

momentum

Building Online

CREATING A REVOLUTION IN PLAY

CONSUMER ENGAGEMENT



- **Top Growth Category** 2013 Holiday Season
- **Q4 Online Sales 1.5x – 2x** vs. Rest of the Year

Source: The NPD Group,Inc/ US Retail Tracking Service. The NPD Group,Inc/ ePOS

BEST-IN-CLASS

Online Retail Experience

CREATING A REVOLUTION IN PLAY

CONSUMER ENGAGEMENT

BRICK & MORTAR

Still Important, Especially to Kids

CREATING A REVOLUTION IN PLAY
CONSUMER ENGAGEMENT

Toys #1

Favorite Thing to Shop for U.S. Kids 5-7

Where U.S. Kids 8-11 Prefer to Shop

83%
In-store

17%
Online

Source: KidSay Family Shopping Study 2013

Hasbro

OUR BRANDS

The Organizing Principle

CREATING A REVOLUTION IN PLAY

HASBRO & PARTNER BRANDS

Global

Innovative

Focused

Empowered

Engaged

TRULY GLOBAL

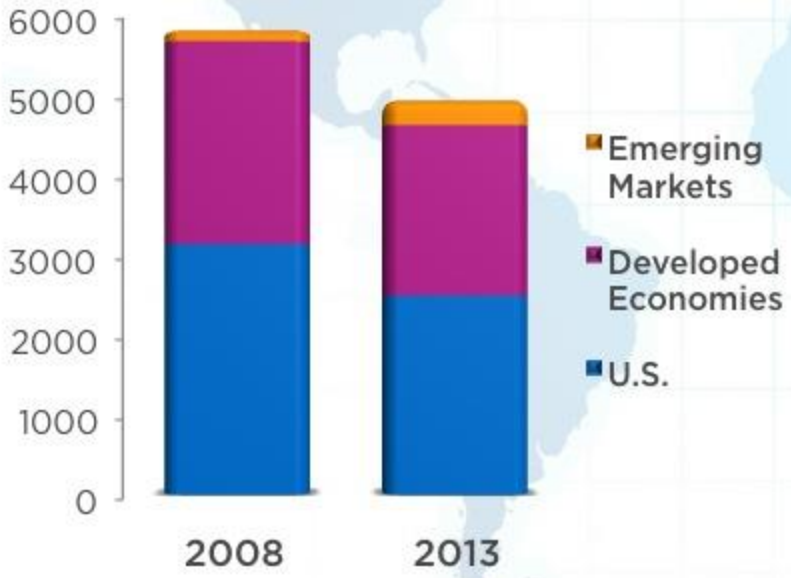
Company

CREATING A REVOLUTION IN PLAY

HASBRO & PARTNER BRANDS

Hasbro Employees

2X+ Increase in Emerging Market Headcount

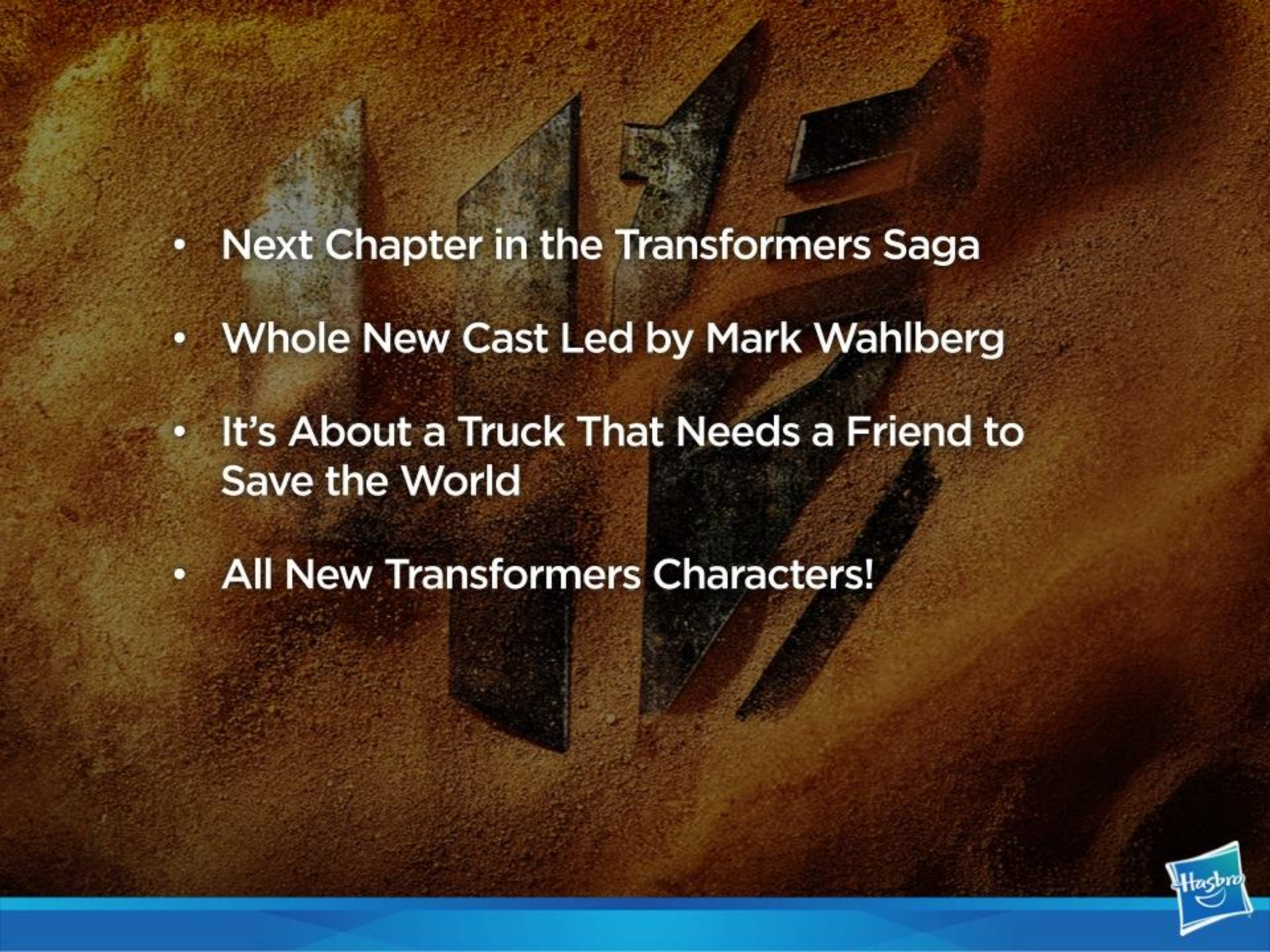


50% of Hasbro Employees Outside the U.S. in 2013

Hasbro
STUDIOS
INVESTMENTS IN
STORYTELLING
Play-Doh
TRANSFORMERS
PRIME
Littlest
Pet Shop
TRANSFORMERS
RESCUE
BOTS
FAMILY
GAME
NIGHT
Play-Doh
Hasbro

4
AGE OF EXTINCTION
6.27.14
Hasbro

CHAPMAN


• Next Chapter in the Transformers Saga
• Whole New Cast Led by Mark Wahlberg
• It's About a Truck That Needs a Friend to Save the World
• All New Transformers Characters!

Video Showing in Room

2014 MOVIE SLATE

Captain America: The Winter Solider (April 4)

The Amazing Spider-Man 2 (May 2)

Transformers 4: Age of Extinction (June 27)

Guardians of the Galaxy (August 1)

Ouija (October 24)

2015 MOVIE SLATE

The Avengers: Age of Ultron (May 1)

B.O.O. Bureau of the Otherworldly Operations (June 5)

Jurassic World (June 12)

Ant Man (July 17)

Star Wars Episode VII (December 18)

BRAND BLUEPRINT

CREATING A REVOLUTION IN PLAY

- Geography
- Consumer Engagement
- Hasbro & Partner Brands

MEDIUM-TERM OUTLOOK

Through the Execution of our Branded Play Strategy, we are Focused on Delivering Long-Term Profitable Growth and Enhanced Total Shareholder Return

Revenue

- Developed economies grow modestly through brand innovation and market share gains
- Targeting double digit growth in emerging markets

Operating Profit Outlook

- Over the next several years, we expect underlying operating profit, absent restructuring charges, to grow faster than revenues

Cash Flow Outlook

- Generate operating cash flow in the amount of $500M on average
- Invest in our business
- Return cash to shareholders through dividend and buyback programs

John Frascotti

EVP and Chief Marketing Officer

FOCUSED on Our Franchise Brand Strategy

TRANSFORMERS

NERF

Play-Doh

MAGIC The Gathering

my LITTLE PONY

Littlest Pet Shop

MONOPOLY

Hasbro

Audio Only

Understand Our Consumers GLOBALLY

- **Significant Investments** in Global Consumer Insights resources
- **"Fun Lab" Research Centers**
  - U.S.
  - U.K.
  - China
- **Advanced Research Methodologies**

NATIVE CREATORS

Creation
Personalization
Customization
Sharing
Collaboration

NATIVE CREATORS

CONSIDERED CONSUMPTION

Greater Polarization Between Classes

Opportunities at Both Ends of the Spectrum

TITAN HERO SERIES™

CONSIDERED CONSUMPTION

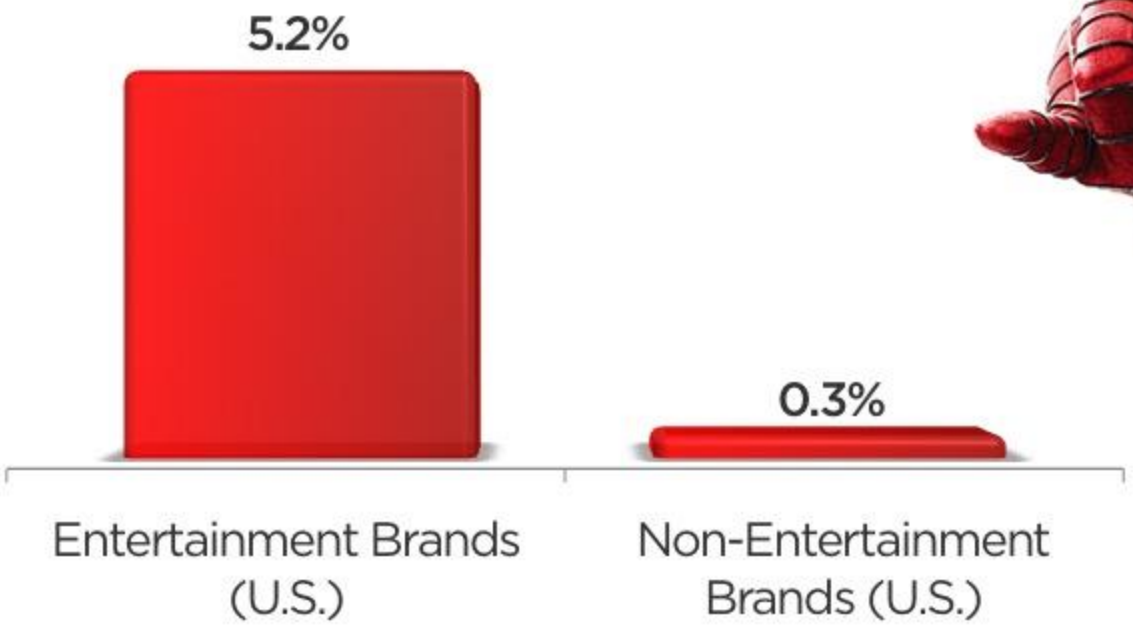
OMNI-SCREEN

Anytime, Anywhere Entertainment

Hasbro

entertainment
Based Toys & Games

CAGR: 2011-2013



Source: NPD Retail Tracking Service; Entertainment defined by Hasbro

Hasbro
STUDIOS
INVESTMENTS IN
STORYTELLING
Play-Doh
TRANSFORMERS
PRIME
Littlest
Pet Shop
TRANSFORMERS
RESCUE
BOTS
FAMILY
GAME
NIGHT
Play-Doh
Hasbro

1000+
half hours
Hasbro
STUDIOS
7
DAYTIME
EMMYS

RATINGS SUCCESS

Highest Rated

Shows on the Hub Network

In the Top 5

Outside the U.S.

180 TERRITORIES

Global Distribution

hub network

Disney Channel

nickelodeon

DK discovery kids

CN Cartoon Network

Hasbro

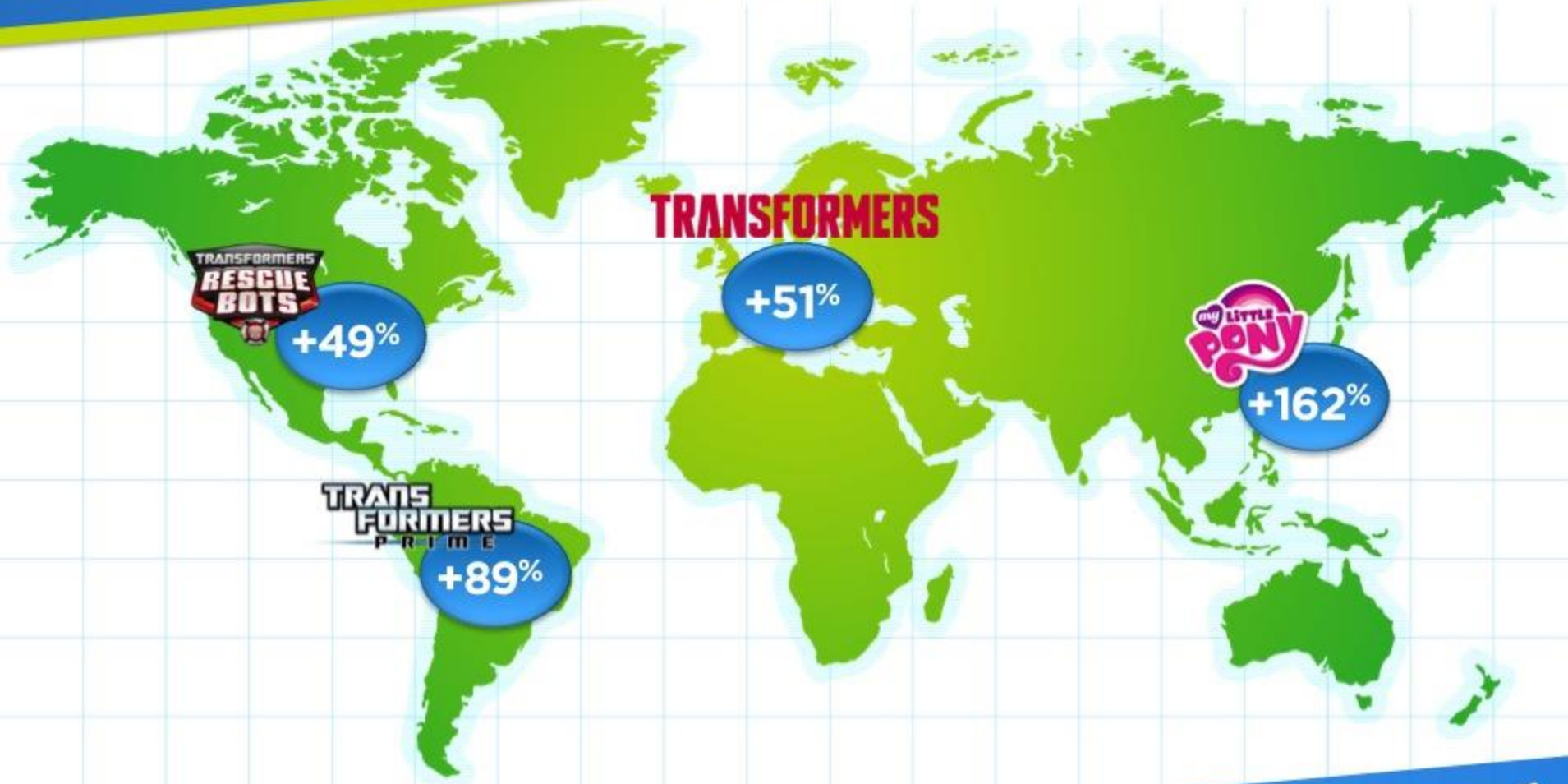
DIGITAL DISTRIBUTION

YouTube

NETFLIX

Google play

MERCHANDISE GLOBAL POS SUCCESS



Source: The NPD Group,Inc/ ePOS; Internal POS

BEST-IN-CLASS

Publishing

LITTLE, BROWN AND COMPANY

IDW PUBLISHING

EGMONT

RANDOM HOUSE BERTELSMANN

Hasbro

COLLABORATING With Great Storytellers

Disney

MARVEL

STAR WARS

SESAME STREET

DREAMWORKS ANIMATION SKG

ANGRY BIRDS

Hasbro

Audio Only

NEW PLAY FORMATS

Play-Doh™

Hasbro Gaming™

Hasbro

DELIVERING

New Experiences

Hasbro

MULTI-PLATFORM GAMING

Anytime, Anywhere

Hasbro Gaming™

DUNGEONS & DRAGONS · MAGIC The Gathering · Twister · MONOPOLY · SCRABBLE · The Game of LIFE · CONNECT 4 · DragonVale

Hasbro

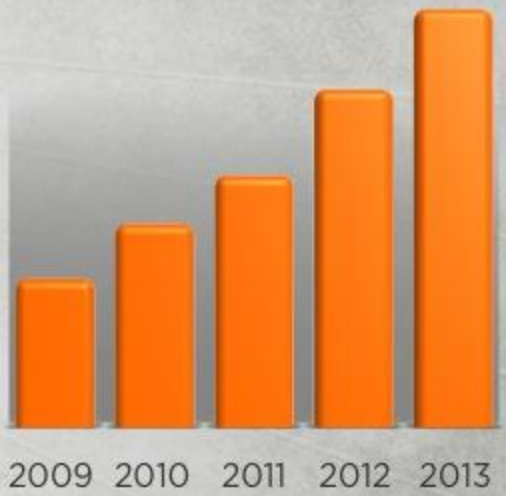
A GAMING PHENOMENON

MAGIC The Gathering®

182%

Growth Over 5 Years

Total Revenue

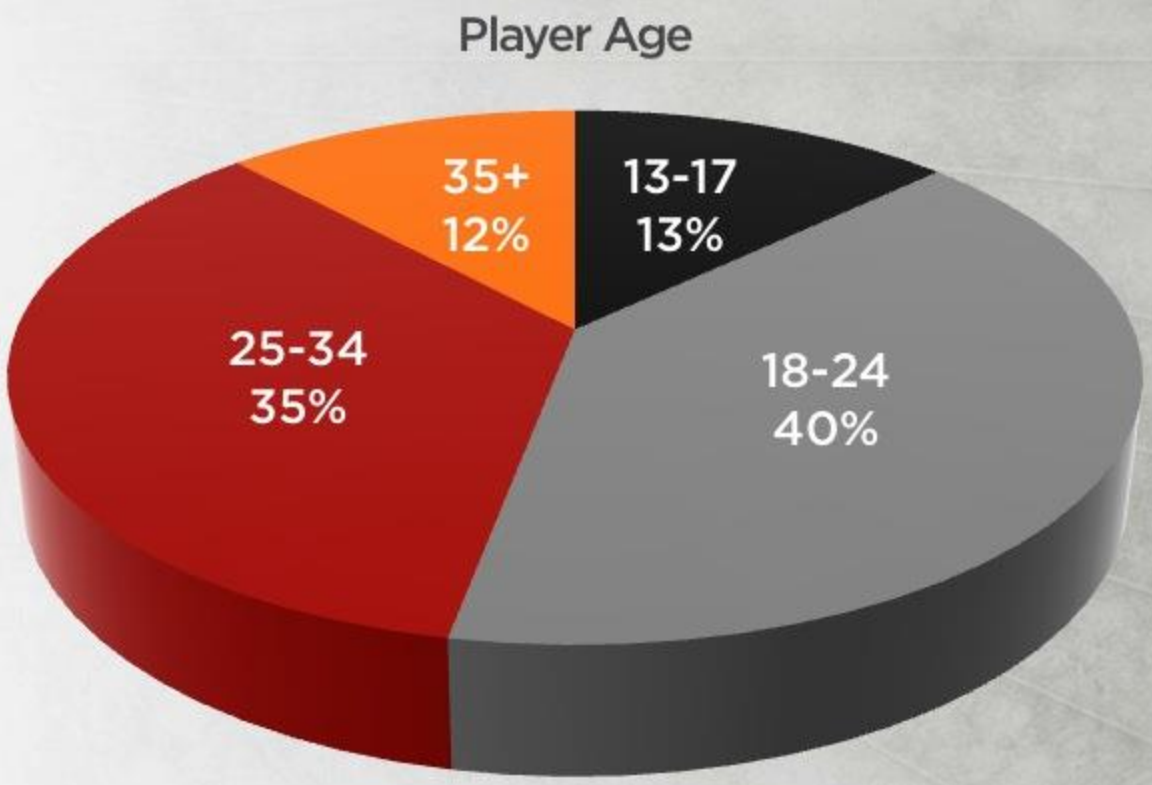


20th Anniversary

Hasbro

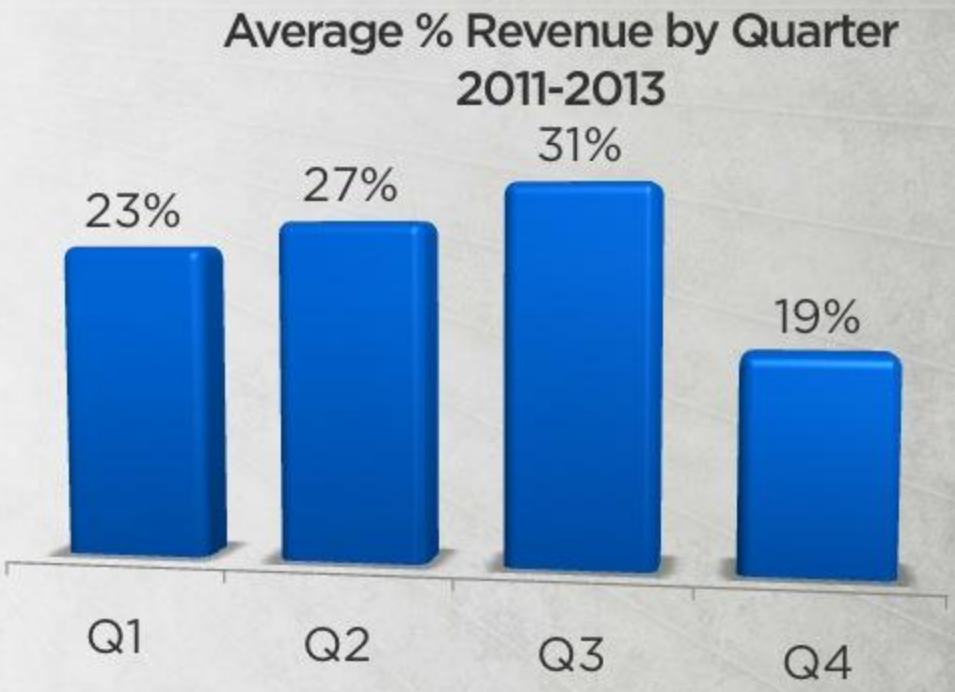
LIFESTYLE

Mature & Committed



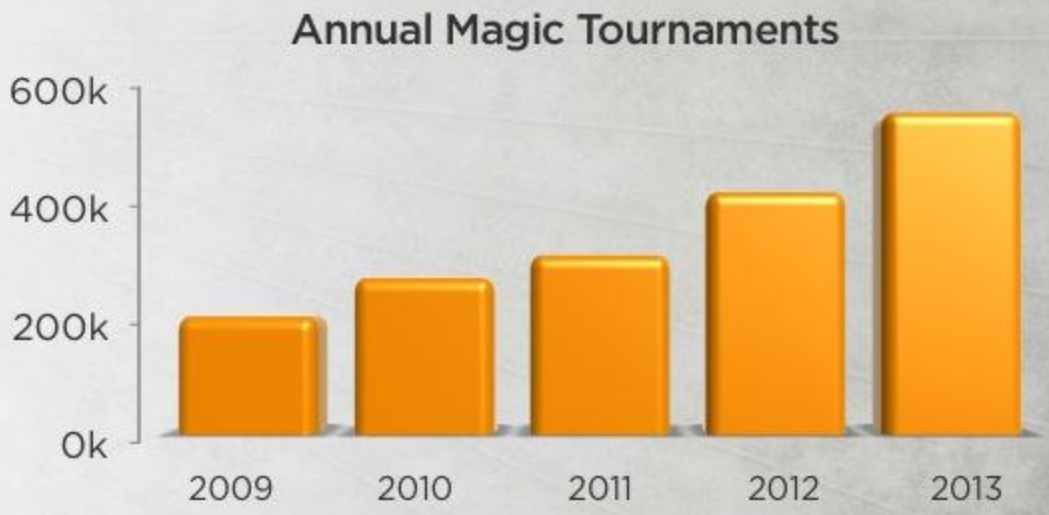
New Content

Throughout the Year



MUCH MORE THAN A CARD GAME

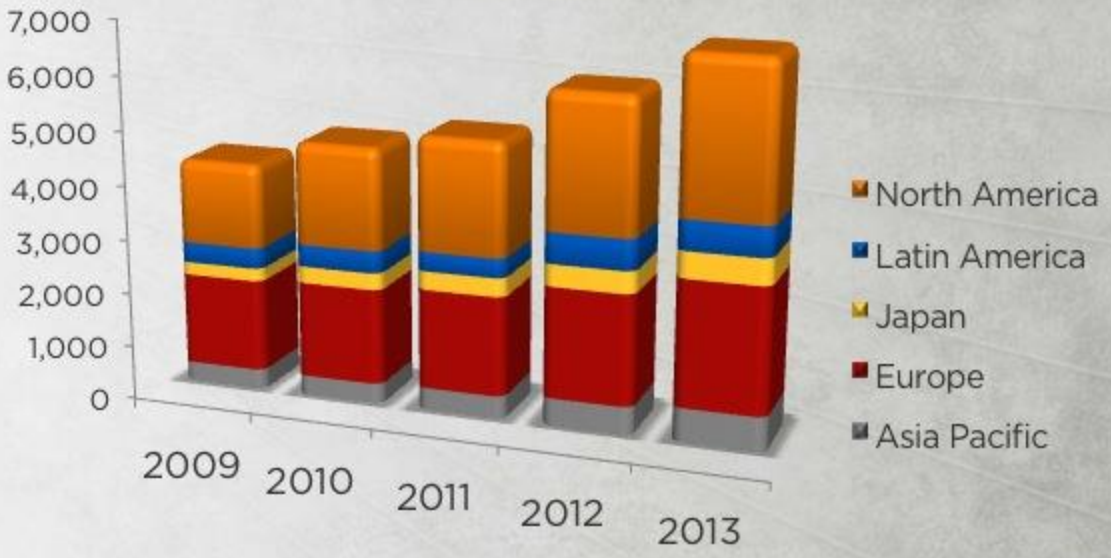
Community & Events



170% Growth Over 5 Years

GLOBAL RETAIL
Network

Wizards Play Network Stores



60% Growth Over 5 Years

21ST CENTURY FOX

FILM DEVELOPMENT

Hasbro

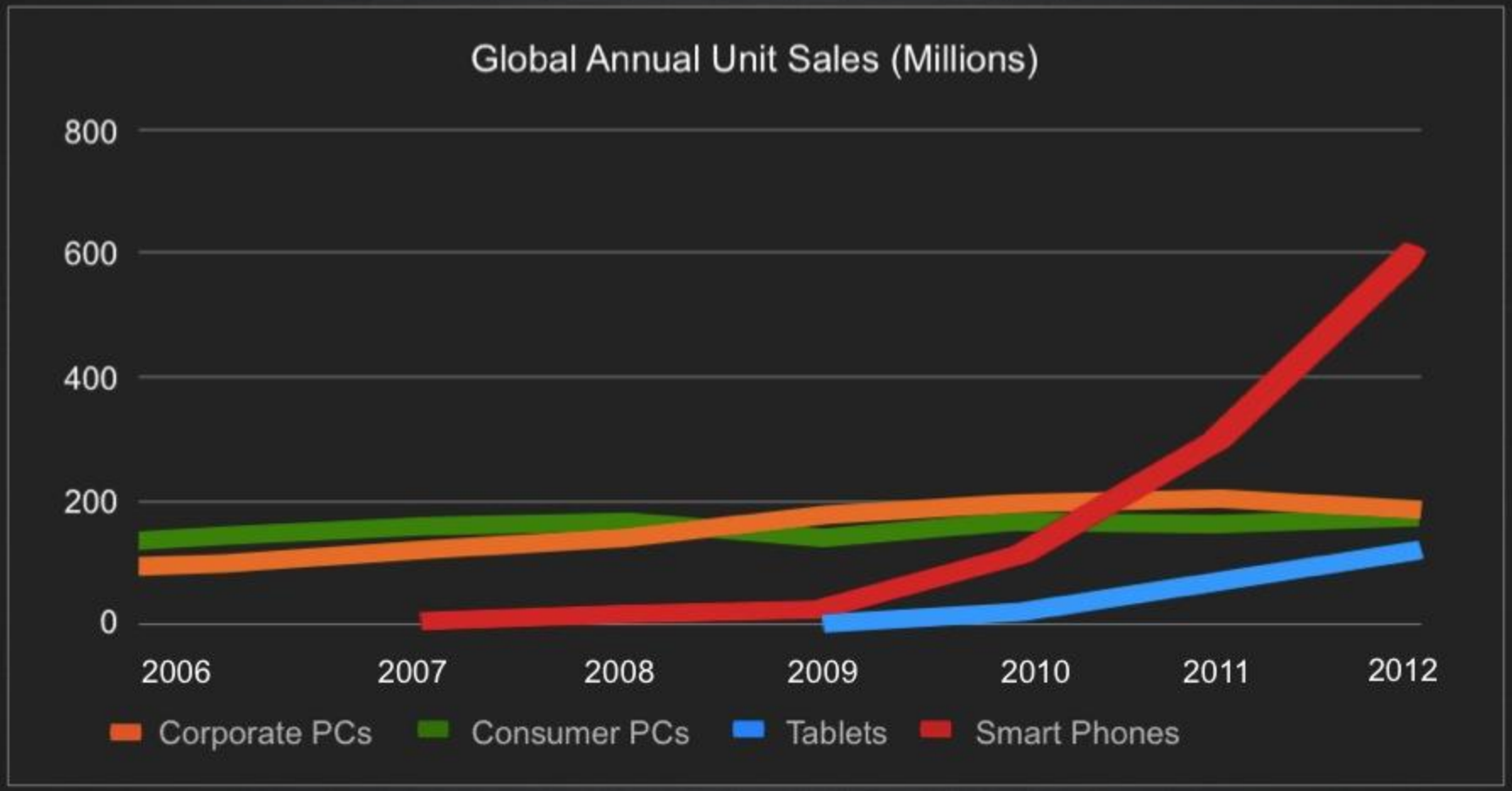
DragonVale
Paper Toss 2.0
BACKFLIP STUDIOS
Dwarven Den
Nin Jump Rooftops
Plundernauts
Investment in Gaming
Hasbro

BACKFLIP STUDIOS & MOBILE GAMES

Julian Farrior
Founder & CEO

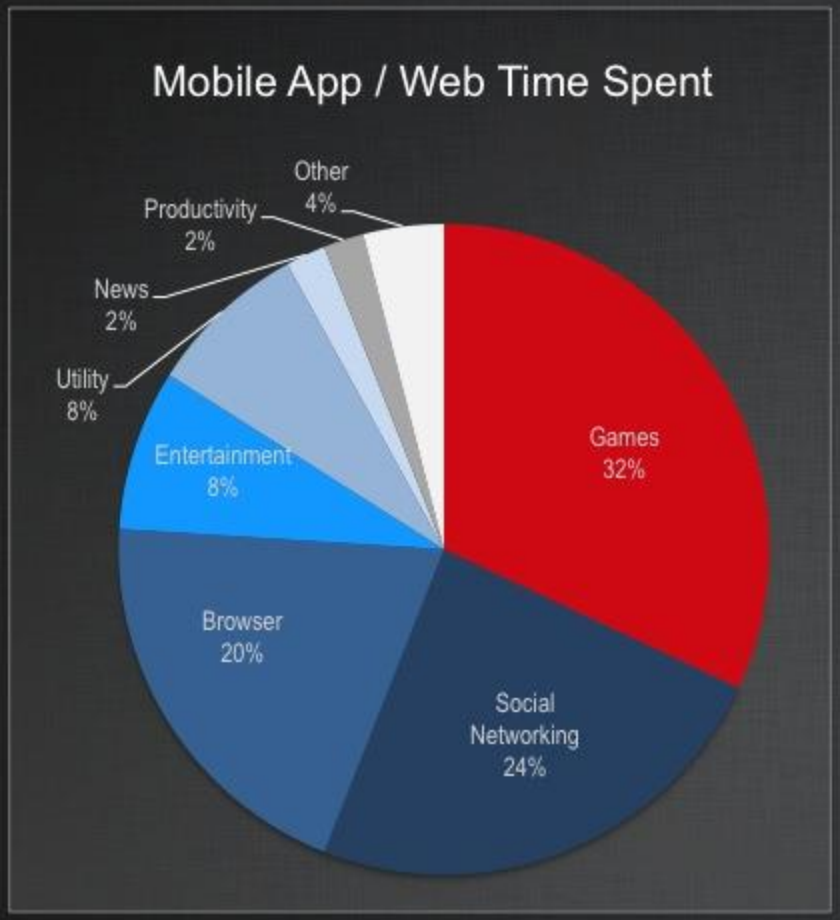
- GROWTH IN MOBILE GAMING
- BRANDS AND STRATEGY
- UPCOMING LAUNCHES

EXPLOSIVE GROWTH IN MOBILE DEVICES



Source: "Mobile Is Eating The World", Enders Analysis, November 2013

GAMES DRIVE MOBILE USAGE & REVENUE



Source: "Global Games Investment Review 2014", Digi-Capital, January 14, 2014

KEY BACKFLIP BRANDS

PAPER TOSS

90 Million Downloads Worldwide

#2 Top App of 2009 (2nd To Facebook)

Iconic Brand In The Ultra Casual Category

DRAGONVALE

25 Million Downloads Worldwide

Top Grossing Game 2½ Years

Game of the Year Nominee (GDC)

NINJUMP

85 Million Downloads Worldwide

3 Unique Games In The Franchise

Backflip's Largest Active User Base

CORE BACKFLIP STRENGTHS

my LITTLE PONY
MAGIC
The Gathering
Littlest PetShop
NERF
MONOPOLY
TRANSFORMERS
Play-Doh
Mr. Potato Head
DUNGEONS & DRAGONS
A REAL AMERICAN HERO
G.I.JOE

TITLES IN DEVELOPMENT

A FEW SELECT GAMES ON THE BACKFLIP PRODUCT ROADMAP

. . . AND MORE!

Video Showing in Room

Hasbro

Focus · Alignment · Leveraging Strategies

FRANCHISE MANAGEMENT

My Little Pony · NERF · TRANSFORMERS · MONOPOLY · MAGIC The Gathering · Play-Doh · Littlest Pet Shop

CREATING A REVOLUTION IN PLAY

Hasbro

AGENDA

My Little Pony/My Little Pony Equestria Girls/ Littlest Pet Shop
Samantha Lomow & Gretchen Forrest

Nerf/Nerf Rebelle/Transformers
Eric Nyman & Brian Chapman

Play-Doh/Doh Vinci
Greg Lombardo & Vicki Stratford

Hasbro Gaming
Jonathan Berkowitz

Samantha Lomow

SVP, Global Brand Strategy & Marketing

Gretchen Forrest

VP, Product Development

CREATING A REVOLUTION IN PLAY

GIRLS PORTFOLIO

Hasbro

$1B RECORD YEAR
13%
10yr CAGR
Hasbro

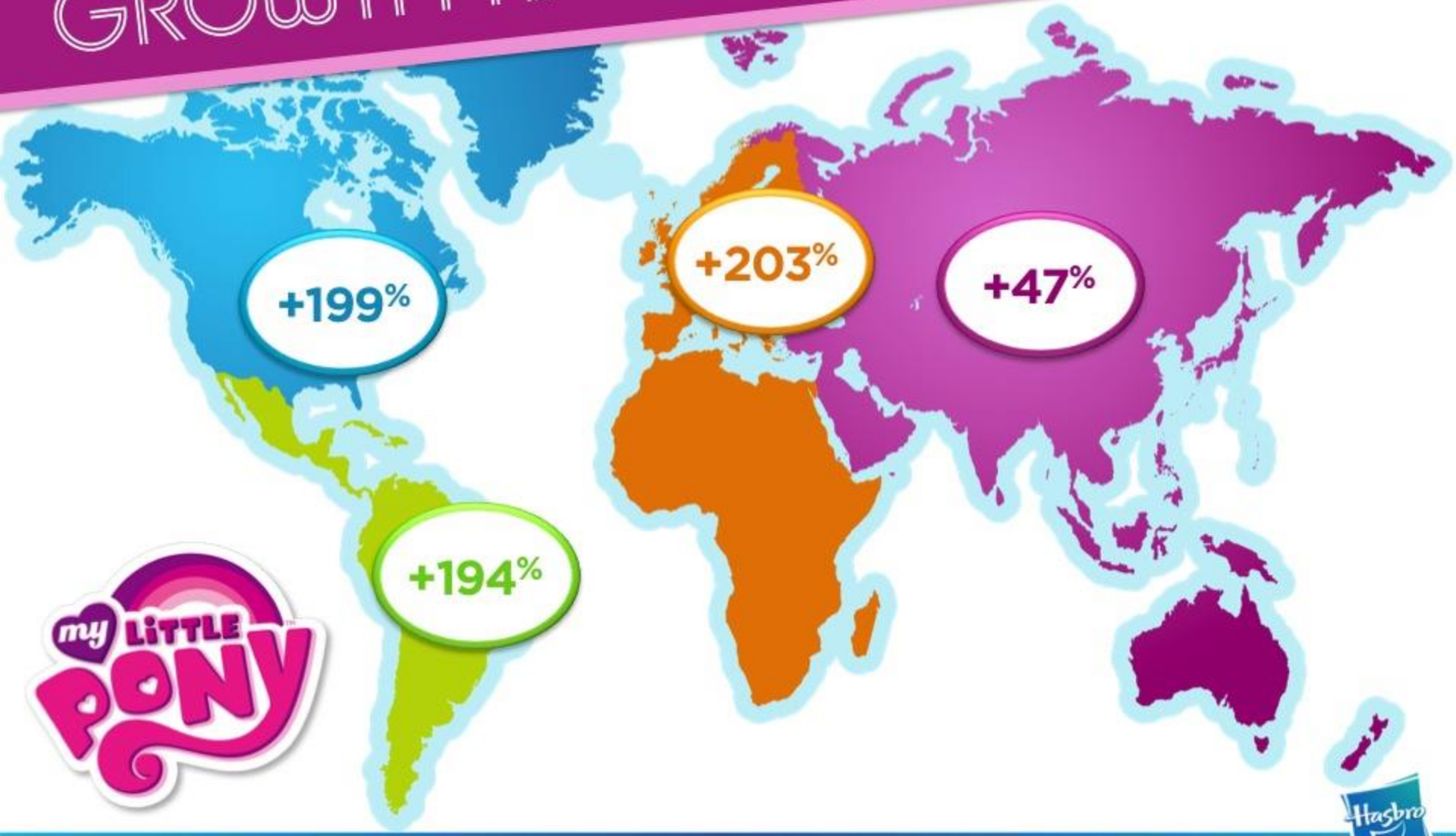
INVESTING IN OUR PORTFOLIO

BEST YEAR EVER

Hasbro

Regional Growth Rates

Revenues
2010-2013



My Little Pony

Hasbro

New Relationships

Kidada for my Little Pony

claire's

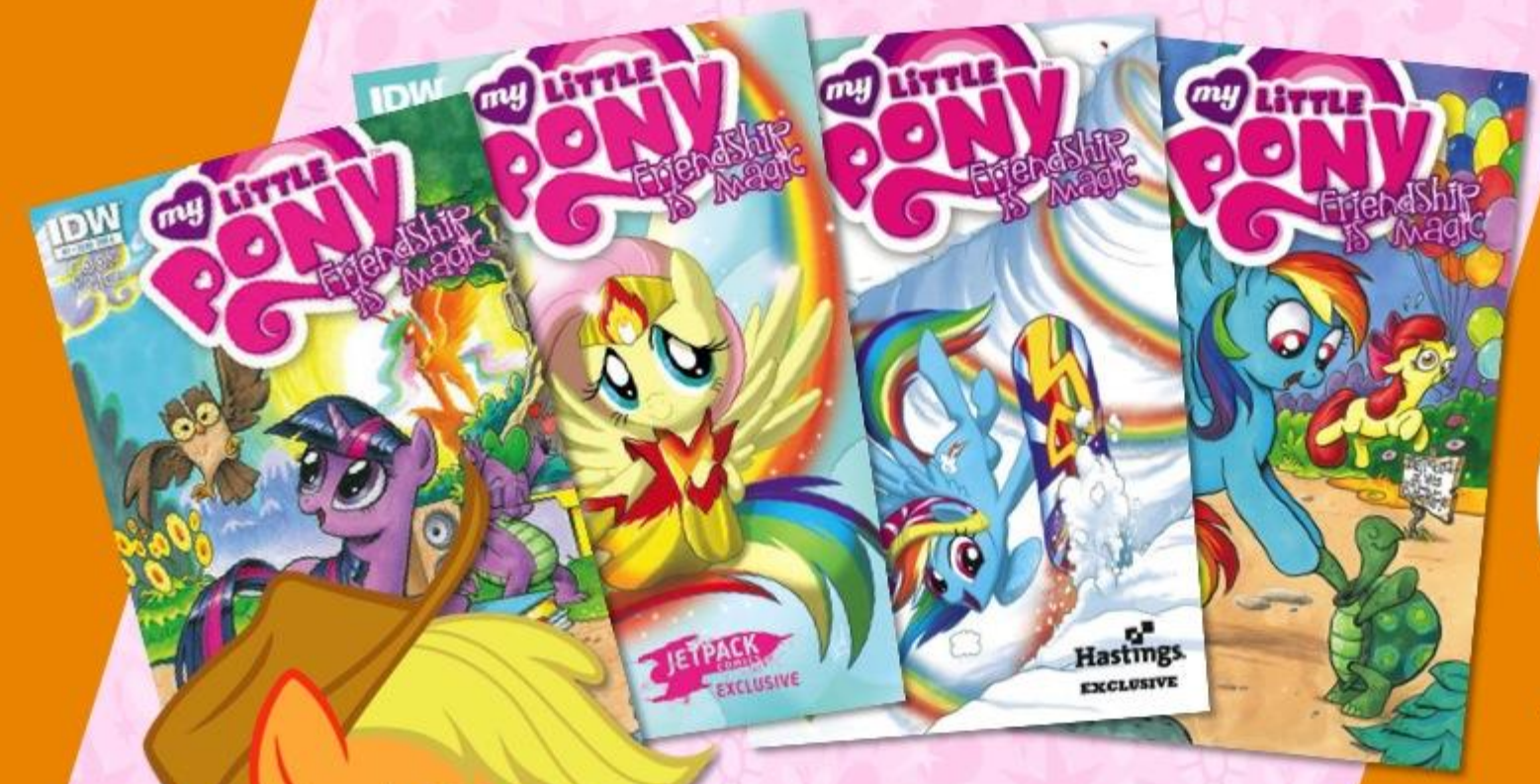
UNITED COLORS OF BENETTON.

SOHO
SOHO FASHION INC.

ty

Hasbro

my LITTLE PONY
Come with us and celebrate
Andrea Crews 30 unique sweaters
ANDREA
CREWS
HIP FASHION BRAND
colette
SELFRIDGES&CO
COTTON ON
TOPSHOP
H&M
Hasbro



9

of the Top 10 Comic Books on iBooks in 2013

Over 1M Sold

Hasbro

YEAR OF THE PONY

SEASON 4 THEME

my LITTLE PONY

POP

new WAY TO PLAY

1 SNAP IT!

2 POP IT!

3 STYLE IT!

Hasbro

CREATE AND PERSONALIZE

my little PONY POP

TEXTURES, MATERIALS & VARIETY

Hasbro

Not Only Character,

WORLD, TOO!

Video Showing in Room

my LITTLE PONY

POP

new WAY TO PLAY

1 SNAP IT!

2 POP IT!

3 STYLE IT!

Hasbro

GLOBAL LAUNCH

*NPD USA - Dec 22-28, 2013

my LITTLE PONY
EQUESTRIA GIRLS
THE MANE EVENT
RAINBOW ROCKS
RAINBOW ROCKS
Coming 2014!
Movie #2
Hasbro

Video Showing in Room

my LITTLE PONY
EQUESTRIA GIRLS
Coming 2014!
Movie #2
RAINBOW ROCKS
Hasbro

FALL 2014
Littlest
PetShop
Be who you wanna be!
FRANCHISE RE-INVENTION
Hasbro

FULL BLUEPRINT EXECUTION

Fall 2014

Toy & Game Product Innovation

Digital Media

Littlest Pet Shop

Lifestyle Licensing

LittlestPetShop.com

YouTube

Immersive Entertainment Experiences

NETFLIX

SHOUT! FACTORY

iTunes

Hasbro

130
TERRITORIES

18M
DOWNLOADS

Littlest Pet Shop
Design your World, your way!
ENTIRELY RE-DESIGNED
LPS
Hasbro

GIRL INSIGHT

DRIVING COLLECTIBILITY

SELF EXPRESSION

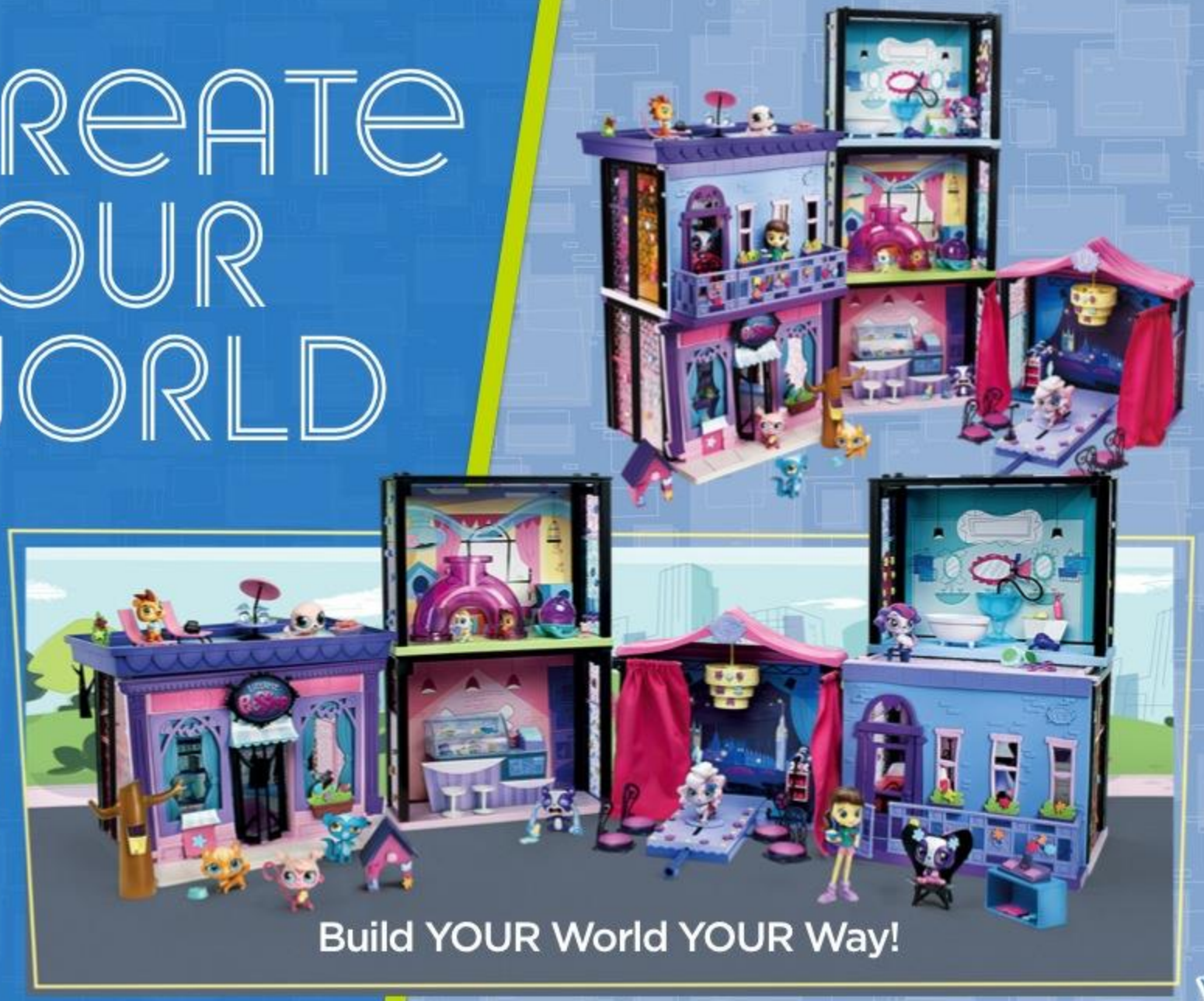
new WAY TO PLAY

Design Your World
Your Way!

Hasbro

DECO YOUR WAY!

CREATE YOUR WORLD



Hasbro

DIGITAL

Video Showing in Room

FULL BLUEPRINT EXECUTION

Fall 2014

Toy & Game Product Innovation

Digital Media

Littlest Pet Shop

Lifestyle Licensing

LittlestPetShop.com

YouTube

Immersive Entertainment Experiences

NETFLIX

SHOUT! FACTORY

iTunes

Hasbro

Eric Nyman

SVP, Global Marketing

Brian Chapman

SVP, Global Design & Development

meet the NERF consumer

Age:
8-14
Years

IT'S NERF OR NOTHIN'!™
MEGA
NERF
POWER!
DISTANCE!
ACCURACY!
SPEED!
Hasbro

2013 success story

SPORTS

FIREVISION SPORTS

CYBERHOOP

Hasbro

NERF

Franchise Growth

+18%

Hasbro

2014

Fresh Marketing Campaigns

Over 1.5M Views in Less than 1 Month!

Revolution

in Consumer Engagement

Note: Data is for lifetime views of all videos that were publicly viewable as of 1/20/14

BOYS LOVE
NERF
DEMOLISHER 2-IN-1
NERF
NERF
Hasbro

SPRING 2014

All New
Nerf Mega
Magnus!

All New Re-Invented
Super Soaker Line!

Zombie Strike
Global Roll-out!

INNOVATION DRIVERS

Hasbro

Video Showing in Room

FALL 2014

All New
Demolisher
2-in-1!

All New
Mega Thunder Bow!

All New
Nerf Cam
ECS-12

INNOVATION DRIVERS

Hasbro

N-STRIKE ELITE

NERF-CAM BLASTER

Record & Share Your Battles!

- Built in camera that records missions!
- Create and download videos to share!
- Holds 2,000 photos or 3 hours of video!

Hasbro

NERF
Rebelle
I AM
NERF
REBELLE
Hasbro

AN IDEA BUILT ON INSIGHTS

NERF Rebelle

"Now girls are in power just like the boys."

"I would feel cool and awesome and I like to stand out."

"These are so cool."

"Love them and made just for girls like me."

Hasbro

The NPD Group,Inc/ US Retail Tracking Service. The NPD Group,Inc/ ePOS

Video Showing in Room

GIRLS
LOVE
NERF
Rebelle
Hasbro

2014 LOOKING AHEAD

All New Secret Agent Bow
and First-Ever Nerf Arrow!

All New Super Soaker
Dolphina Bow!

Hasbro

Audio Only

FRANCHISE APPROACH

TRANSFORMERS

Boys 2-4

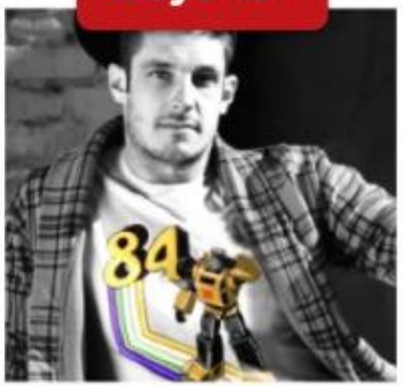
Recruit

TRANSFORMERS RESCUE BOTS

Boys 4-10

Play & Battle

Boys 18+



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GENERATIONS

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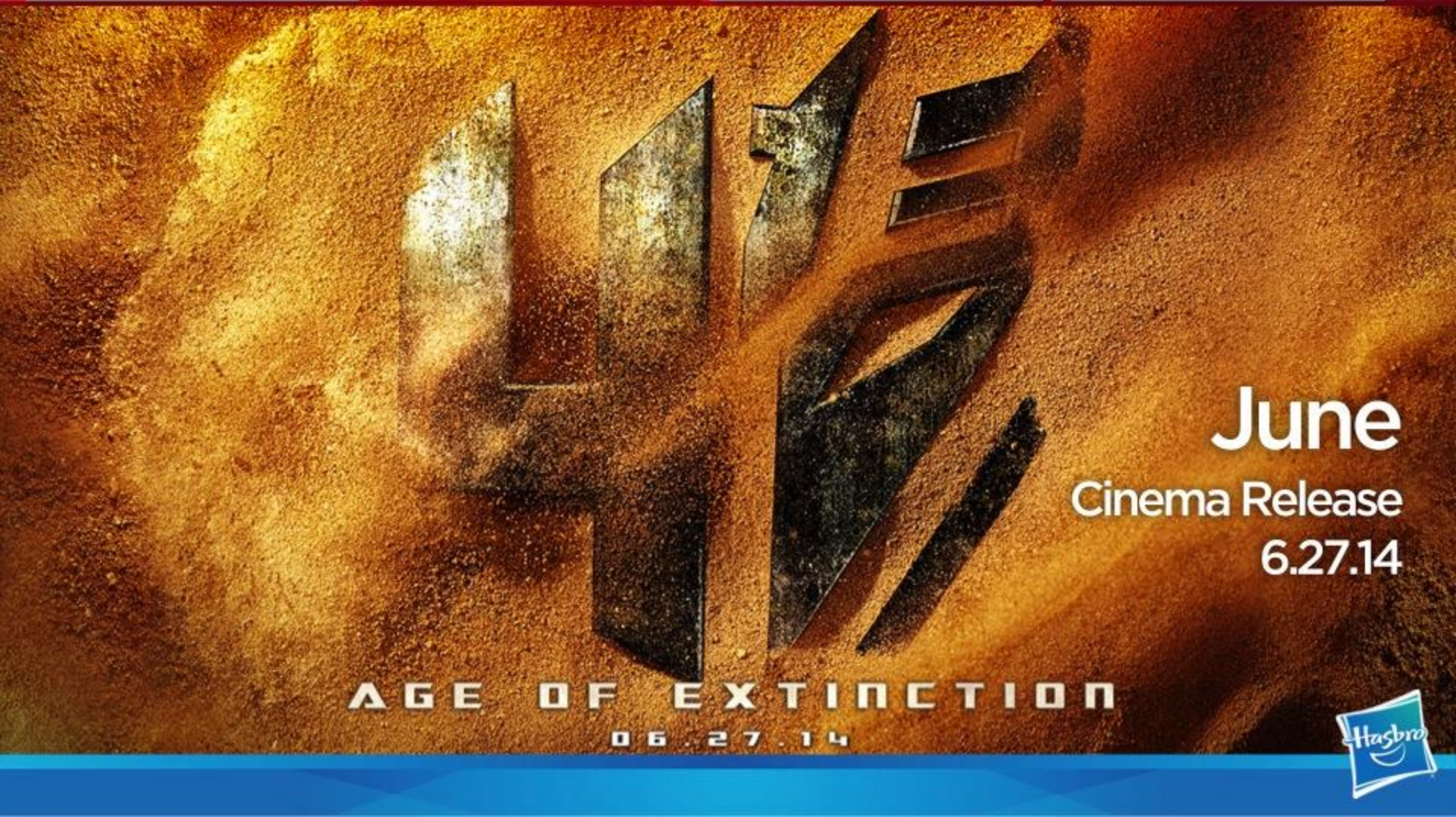
2014 KEY INITIATIVES

TRANSFORMERS

Cinematic Blockbuster | **Marketing Big Events** | Multi-category Expansion | Product Innovation



June

Cinema Release

6.27.14

Audio Only

REVOLUTION
in Consumer Engagement

TRANSFORMERS

Note: Data is for lifetime views of all videos that were publicly viewable as of 1/20/14

2014 KEY INITIATIVES

TRANSFORMERS

Cinematic Blockbuster | Marketing Big Events | Multi-category Expansion | **Product Innovation**

The New York Times

MEDIA & ADVERTISING

Hasbro Gives Its Transformers Toys a New Look

By GREGORY SCHMIDT JAN. 19, 2014

Optimus Prime is an alien robot who can masquerade as a truck, as seen in June's "Transformers: Age of Extinction." An overhaul of the popular toys will coincide with the film. Paramount Pictures

When Hasbro conceived its Transformers toy line 30 years ago, the concept was simple: robots that turned into vehicles faster than you could say "more than meets the eye."

But as the brand evolved over the years, the toys became more complex, some involving dozens of steps to

2014 KEY INITIATIVES

TRANSFORMERS

Cinematic Blockbuster | Marketing Big Events | **Multi-category Expansion** | Product Innovation

DIGITAL

Across All Platforms

LIFESTYLE

TOY

Young Boy — TRANSFORMERS RESCUE BOTS

Boys Action

Fans — GENERATIONS

FRANCHISE APPROACH

TRANSFORMERS

Boys 2-4

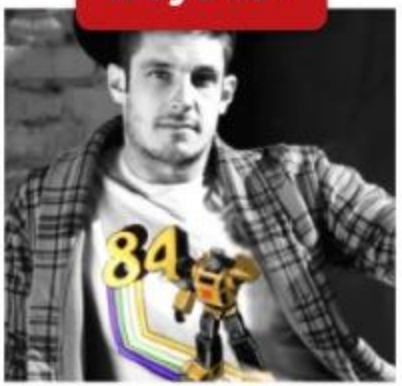
Recruit

TRANSFORMERS RESCUE BOTS

Boys 4-10

Play & Battle

Boys 18+



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GENERATIONS

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Video Showing in Room

Audio Only

Audio Only

2014 KEY PRODUCTS

TRANSFORMERS

TRANSFORMERS GENERATIONS

AUTHENTIC
TRANSFORMERS

Greg Lombardo

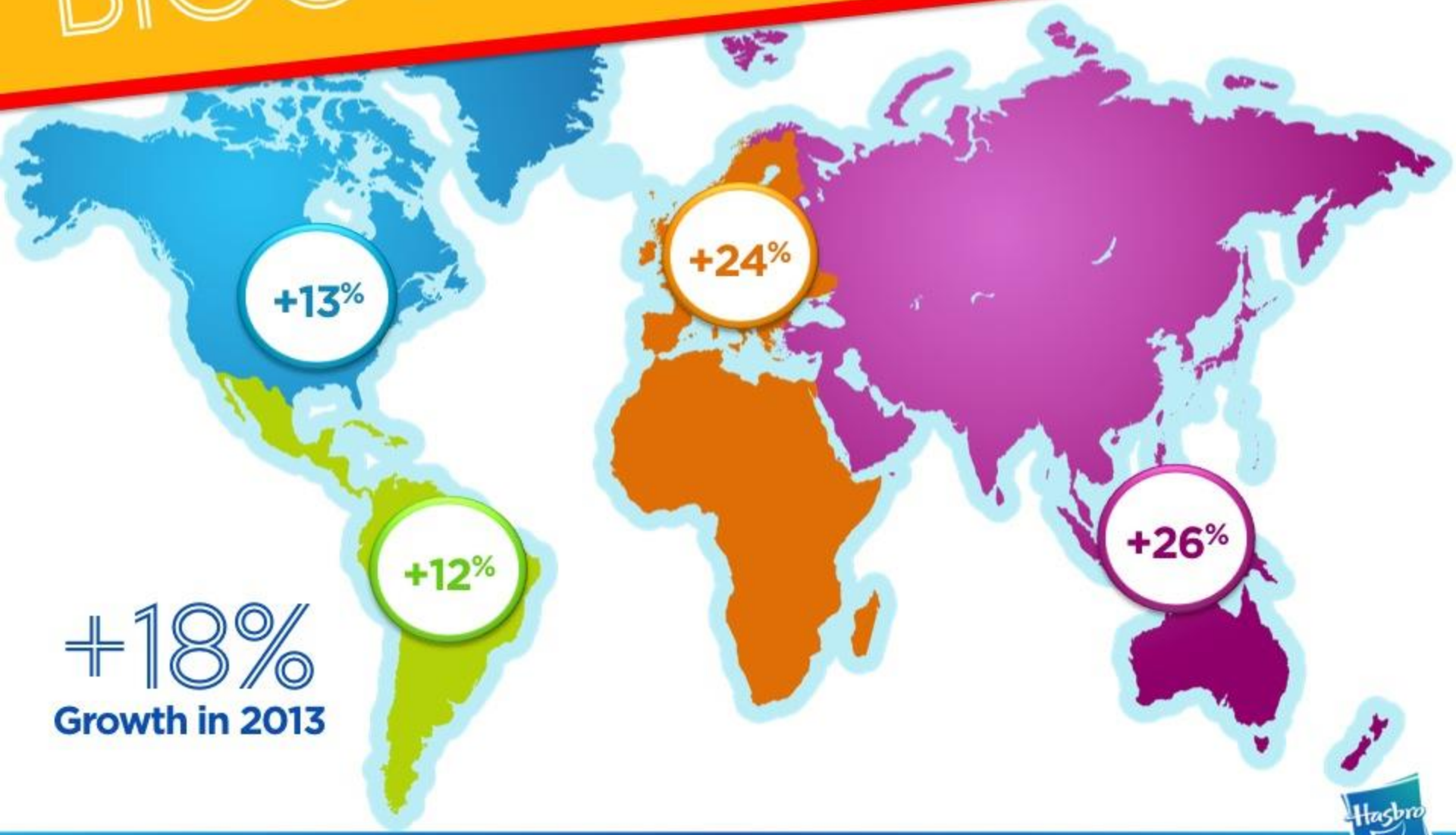
VP Global Brand Strategy & Marketing

Vickie Stratford

Director of Design & Development

Play-Doh
BRAND
MODELING COMPOUND
Play-Doh
Play-Doh
Play-Doh
Hasbro

BIGGEST YEAR EVER!



+18%
Growth in 2013

2013 vs. 2012 Revenues

PRODUCT INNOVATION

KEYS TO GROWTH

New Play Patterns

New Compounds

Hasbro

POP CULTURE

Relevancy

KEYS TO GROWTH

110 MM impressions x3

Play-Doh YEAR IN REVIEW

Hasbro

Character personality

KEYS TO GROWTH

Play-Doh
GANA
BECAS EN
MOLDEA
TU MUNDO
ESCOLAR
$ 149
IMPACTFUL RETAIL STATEMENTS

Expanding PARTNERSHIP

Disney Junior

DOC McStuffins

JAKE AND THE NEVER LAND PIRATES

Disney Sofia the First

Hasbro

2014 PRIME TIME DRIVERS

Cake Mountain

Magical Designs Palace

Buzz Saw™

CREATING A REVOLUTION IN PLAY

FROM THE MAKERS OF

Play-Doh®

MODELING COMPOUND

Hasbro

FROM THE MAKERS OF Play-Doh MODELING COMPOUND

DohVinci™

Creativity that pops off the page!™

Video Showing in Room

consumer insights

Doh Vinci

Kids Love:

- 3-D Designs
- Unique Look
- Customization & Choice
- Fun To Do!

Moms Love:

- Mess Free
- Easy To Do
- Engaging and Fun

*Source: Smarty Pants Focus Groups, Fun Lab, ICE Tests, Hot Spot Studies, Modern Girl 2013

Hasbro

DohVinci

SIMPLE

3-Part System

1. Choose a Deco Pop™

2. Pop it into the Styler

3. Aim, squeeze, design!

Hasbro

Endless POSSIBILITIES

DohVinci

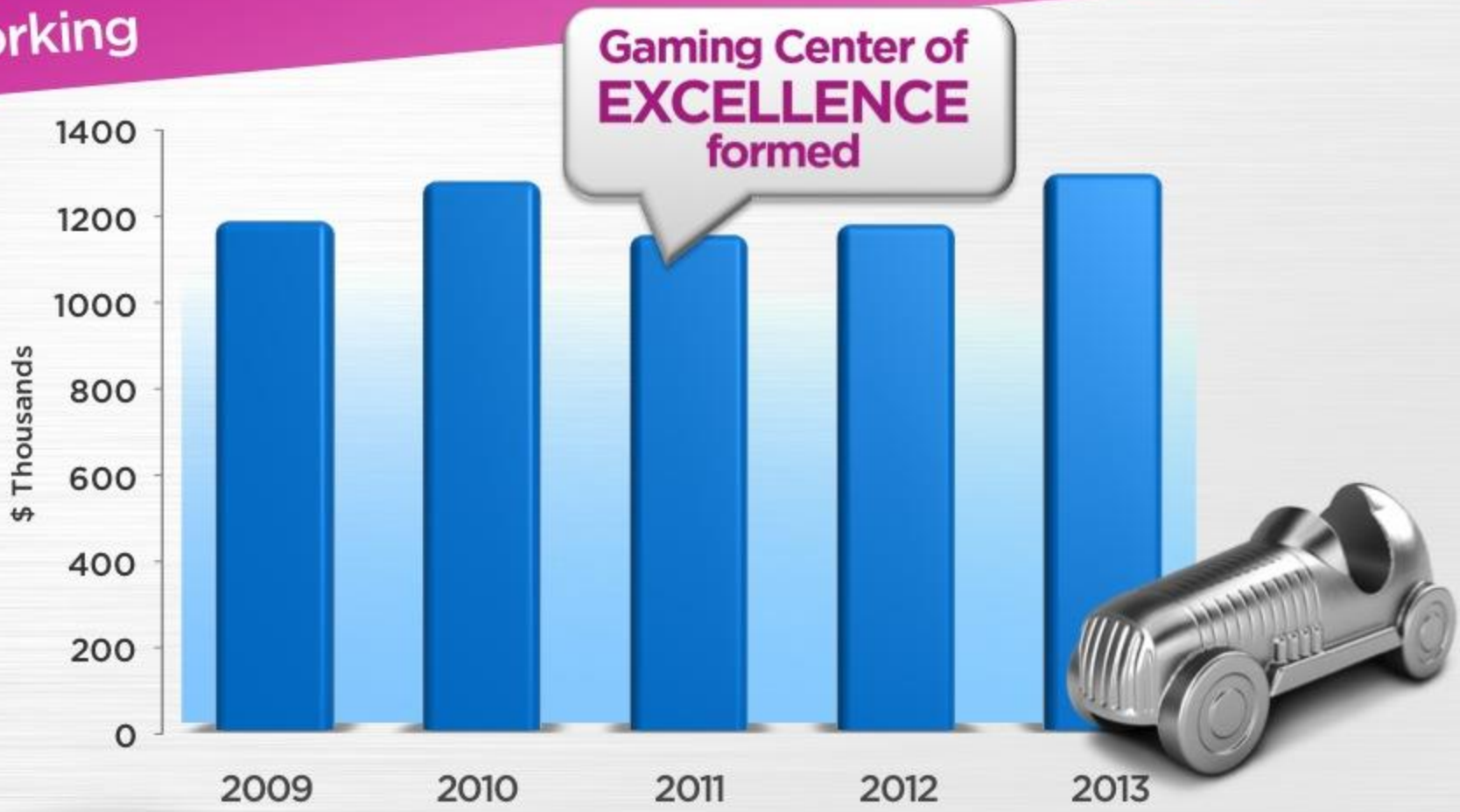
Jonathan Berkowitz

VP, Hasbro Gaming

Hasbro
Gaming™
Hasbro

GAMES TURNAROUND

Working



Hasbro Gaming™

Total Hasbro Gaming Revenues

Hasbro

TOP 5

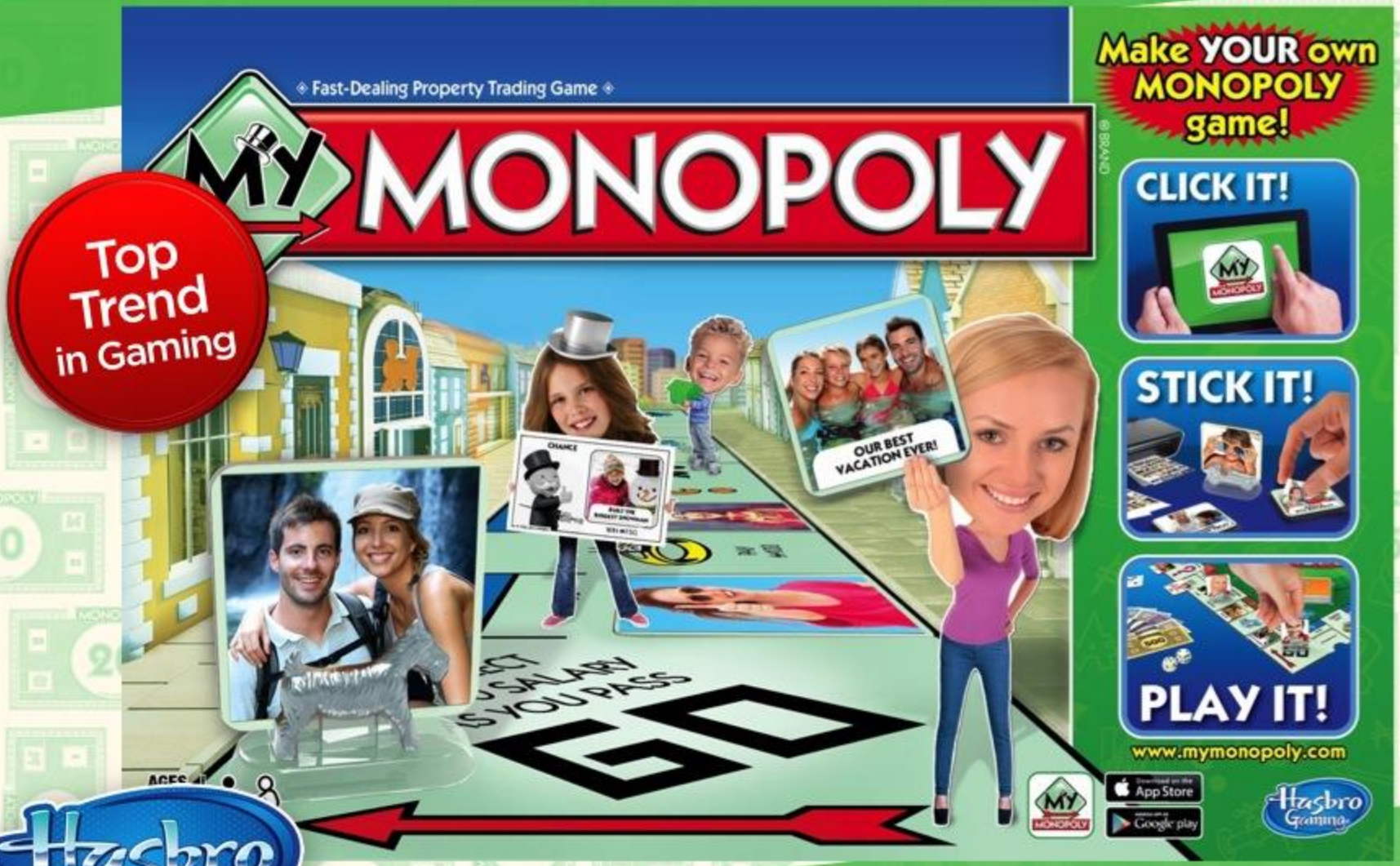
Game Changing Consumer Insights for 2014

1. **Creation & Personalization** are Top Trends in Gaming
2. **Girls are Gaming** Digitally and Physically
3. **Action Battling Games** are Driving Kid Engagement
4. Gamers Want "**Rule-Free Gaming**"
5. **Mobile Gaming** Continues to Grow

Hasbro Gaming™

Hasbro

1 CREATION & PERSONALIZATION



Hasbro Gaming™

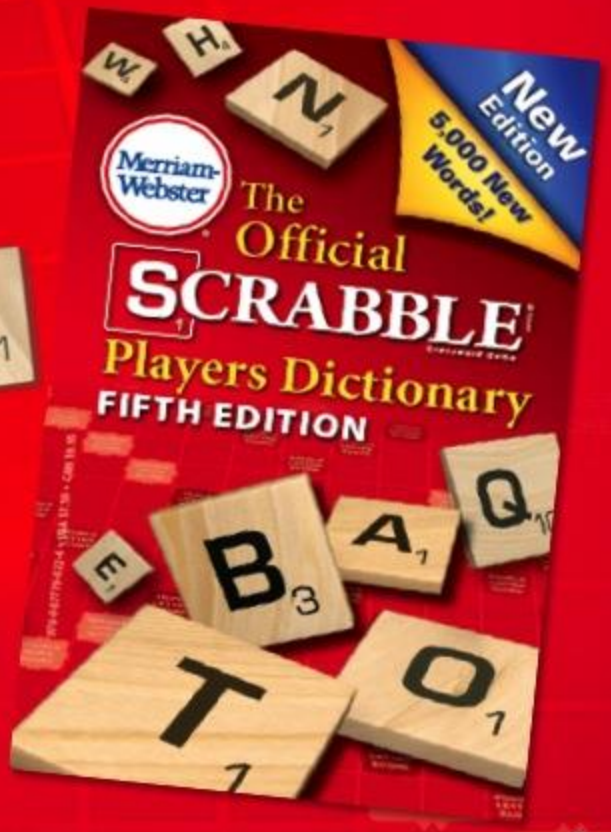
Hasbro

Video Showing in Room

1 CREATION & PERSONALIZATION

SCRABBLE® BRAND Crossword Game

WORD SHOWDOWN



Hasbro Gaming™

Hasbro

1 CREATION & PERSONALIZATION

Hasbro Gaming™

Hasbro

1 CREATION & PERSONALIZATION

2

GIRLS ARE GAMING

Digitally and Physically

Hasbro Gaming™

Hasbro

2 GIRLS ARE GAMING

Digitally and Physically

Angry Birds Stella

TELEPODS

Hasbro Gaming™

Hasbro

2 GIRLS ARE GAMING

Digitally and Physically

3 ACTION BATTLING GAMES

Are Driving Kid Engagement

TRANSFORMERS

Hasbro Gaming™

Hasbro

4 RULE-FREE GAMING

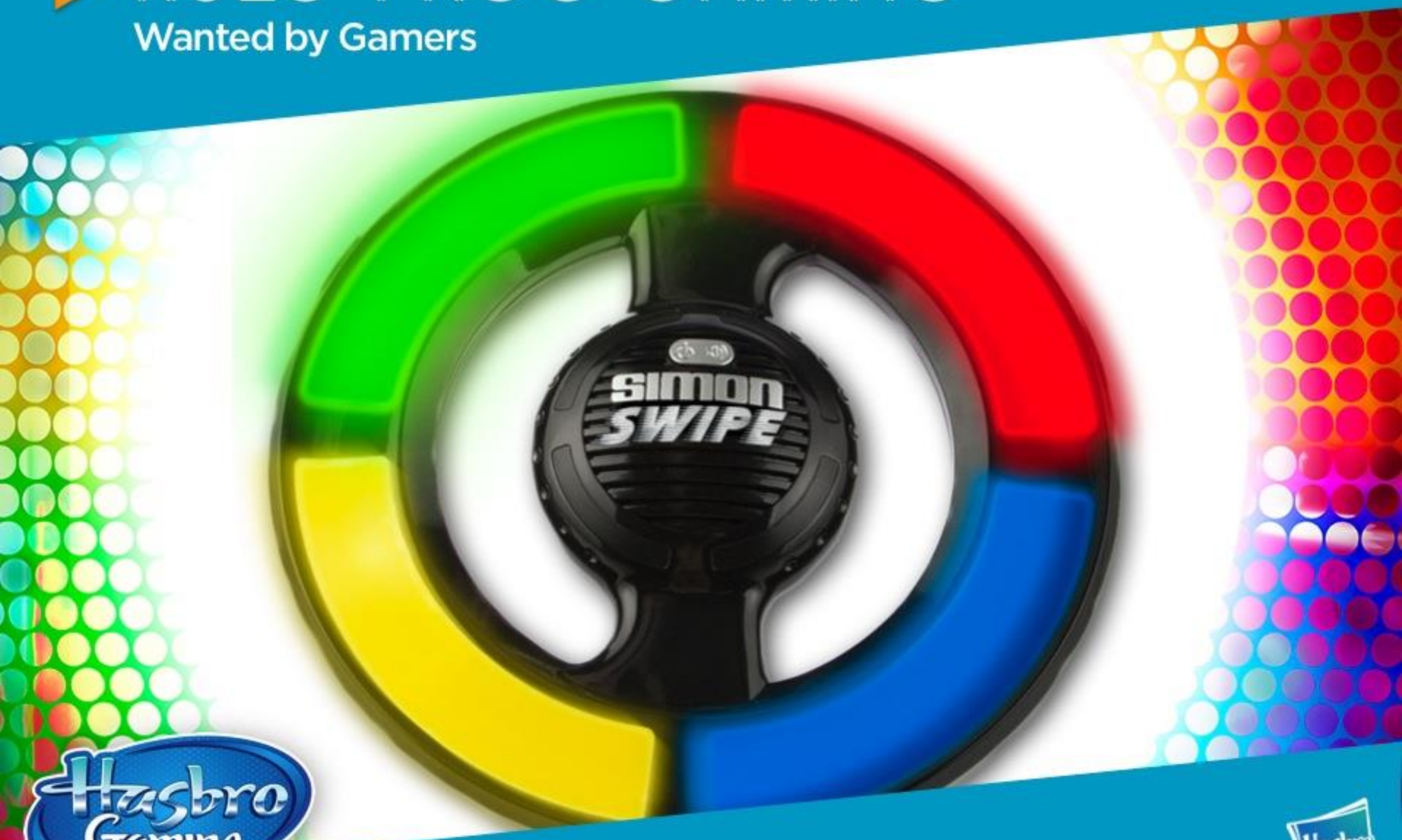
Wanted by Gamers

Hasbro Gaming™

Hasbro

4 RULE-FREE GAMING

Wanted by Gamers



Hasbro Gaming™

Hasbro

Video Showing in Room

5

MOBILE GAMING

Continues to Grow

Hasbro Gaming™

Video Showing in Room

Hasbro
Gaming™
Hasbro

OUR BRANDS

CREATING A REVOLUTION IN PLAY

Global Consumer Insights

Franchise Management

Investing in Content

New Ways to Play

Hasbro

Deb Thomas

Chief Financial Officer

We are going to **profitably grow** Hasbro for the long term through **innovation**, **rich content** and **immersive consumer experiences** with a streamlined organization **focused on the brands** with the **greatest long-term global potential.**

CREATING A REVOLUTION IN PLAY

Geography

Consumer Engagement

Hasbro & Partner Brands

DRIVING PROFITABLE GROWTH

Expense Reductions: Ongoing Cost Savings Initiative

- Streamlined Workforce
- Shared Services
- Process Improvements

Expense Increases: Investing in Hasbro's Long-term Growth

- Talent
- Systems
- Brands

LOWERING
Underlying Cost Base

Category	Initial Targets (Feb.13)	Annual Run Rate of Savings Achieved	Future Savings	Total Savings by 2015
Workforce Reduction	$55M	$50M	$3M	$53M
Process Improvement & Other Expense Reduction	$30M	$23M	$22M	$45M
Facility Consolidation	$15M	$2M	--	$2M
Total	**$100M**	**$75M**	**$25M**	**$100M**

- Nearly 75% of actions to achieve $100M by 2015 are underway
- Remainder achieved through process improvements & expense reductions
  - Globalize media buying
  - Leverage shared services
  - Global SAP implementation

INVESTING IN OUR TALENT

5000

People Worldwide

$50M

Savings Run Rate

FUTURE GROWTH

Talent Around the Blueprint

New Geographies

Pay for Performance

Investing in Global Systems

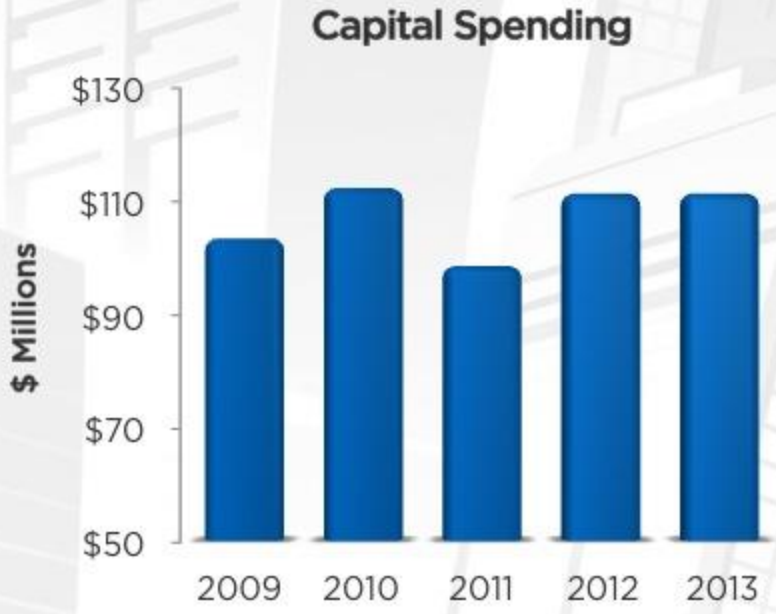
Global Systems & Practices

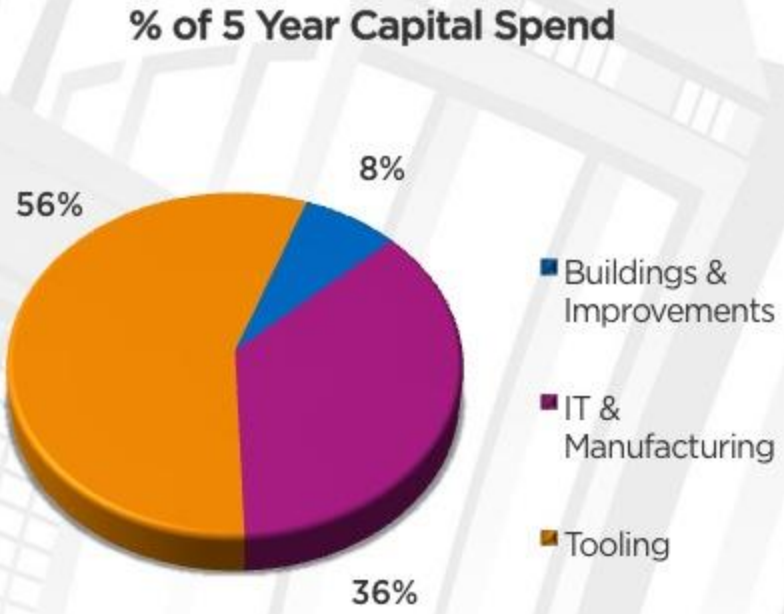
- SAP
- Global Reporting
- Master Data Management
- Transportation Management

Global Brand Infrastructure

- Digital Asset Management
- Magic: The Gathering Infrastructure

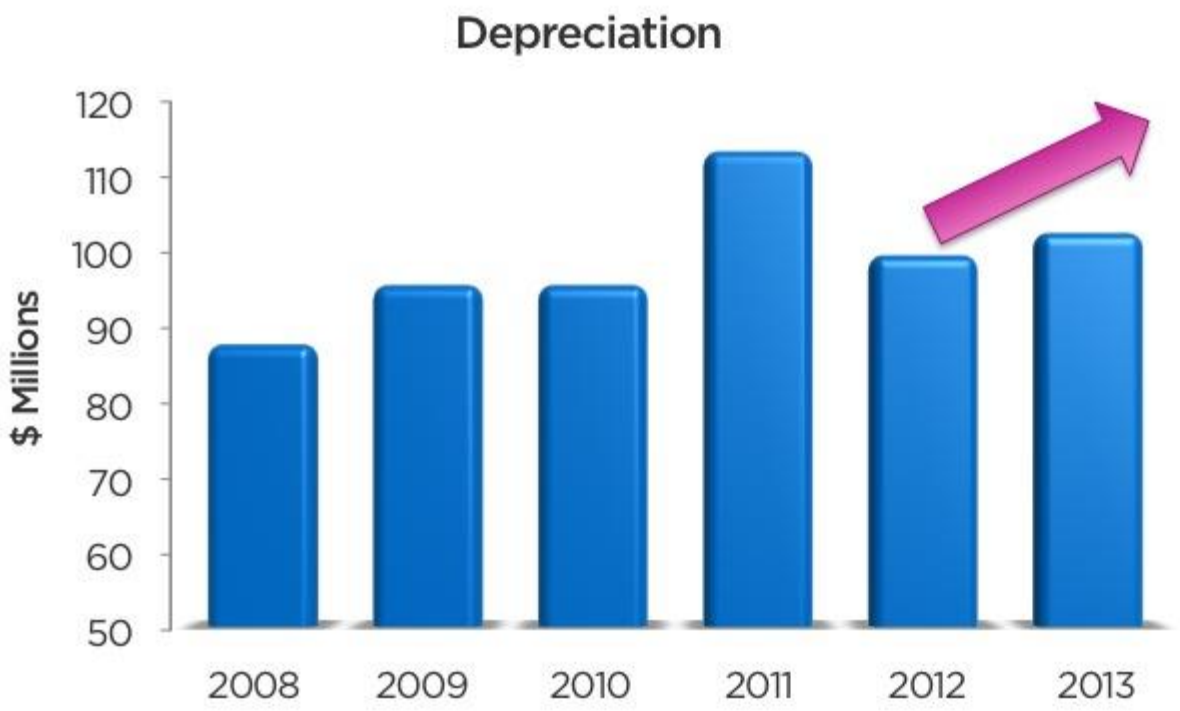
INVESTING in Our INFRASTRUCTURE





BUSINESS INVESTMENTS

Driving Depreciation



Higher depreciation in future years coming from systems implementation and global facilities

Investing

in our Global Brand Portfolio

New & Growing

- Magic: The Gathering
- Backflip

Continuing but Lower Growth Going Forward

- Emerging Markets
- Licensing

Recent & Leveling Off

- Global Television Content

MAGIC The Gathering

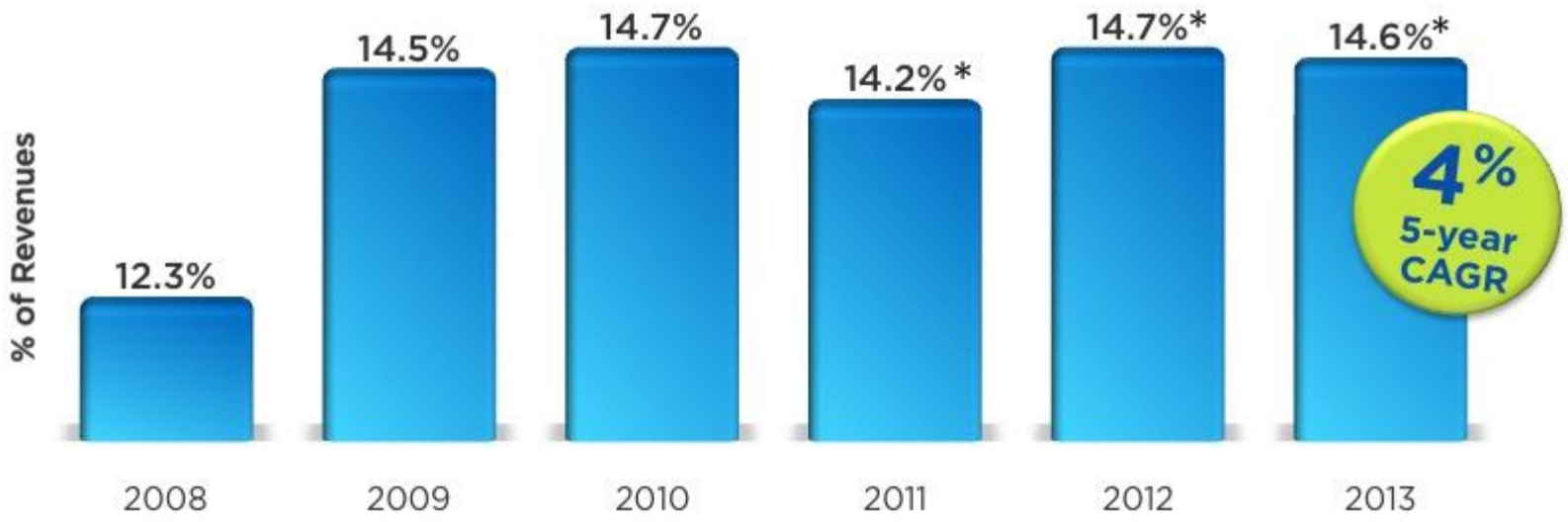
BACKFLIP STUDIOS

Hasbro STUDIOS

Hasbro

HASBRO OPERATING MARGIN

5-Year Trend



Sustained High Level of Operating Profit Margin 14-15% of Revenues

*Data excludes charges and benefits as highlighted in our earnings releases

CAPITAL PRIORITIES

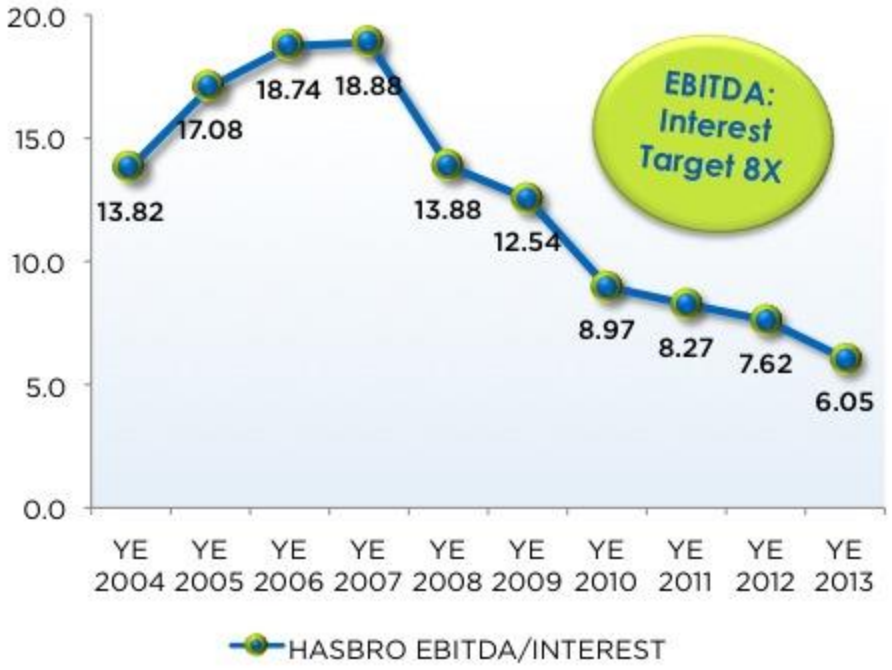
- Invest in the long-term profitable growth of Hasbro
- Maintain a solid investment grade rating and access to commercial paper market
- Return excess cash to shareholders through dividend and stock repurchase program

Operating Cash Flow Target:

$500 Million on Average Per Year

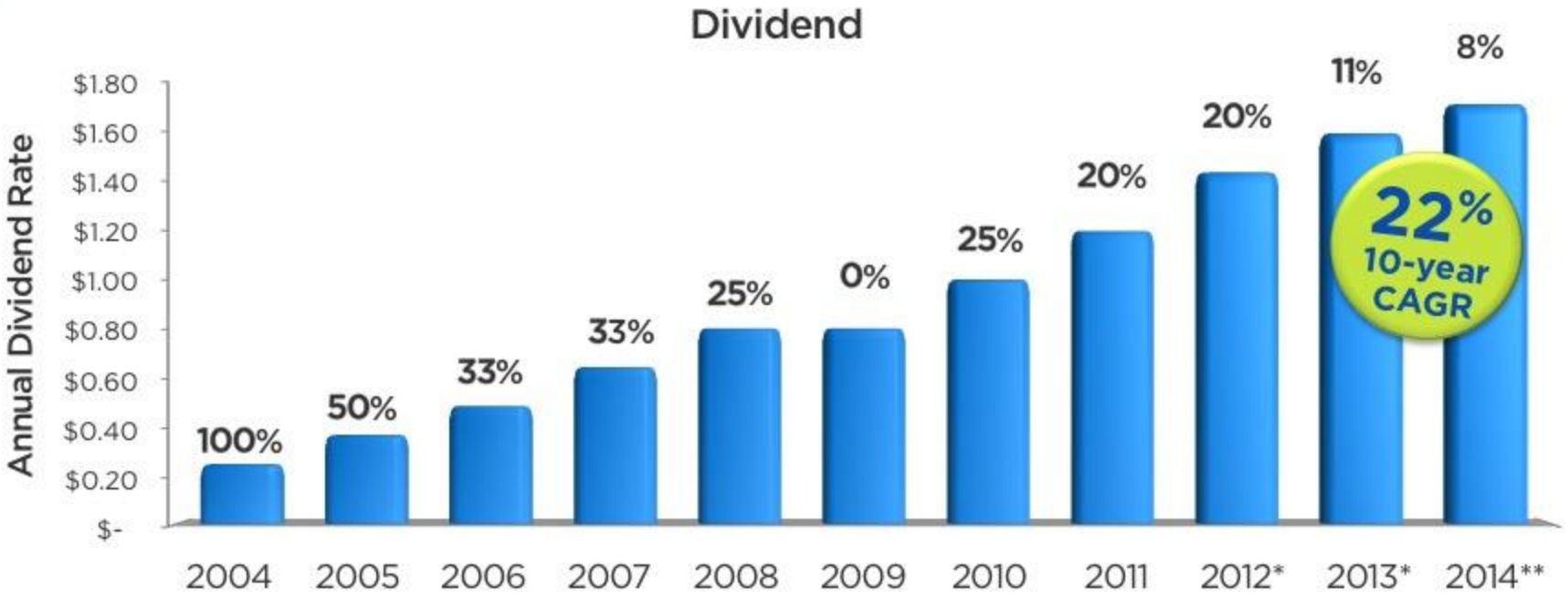
commitment

to Solid Investment Grade Rating



Plan to Refinance Most, if Not All, of $425M Debt Coming Due

RETURNING CASH
to Shareholders



- Announced 8% increase in quarterly dividend to $0.43/share on Feb. 10, 2014 (Tenth increase in 11 years)
- Quarterly dividend increased from $0.06 to $0.43 from 2004 to 2014

*2012 and 2013 annual dividend rates have been adjusted to move accelerated payment paid in 2012 to 2013.
** 2014 annual dividend rate is projected

RETURNING CASH
to Shareholders

- Repurchased 92M shares at a total cost of $2.8B since program inception
- In August 2013, Board authorized additional $500M in share repurchase
  - $524.8 million remains available under current authorizations
  - Targeting increased share repurchase program in 2014 versus 2013

2014 & Beyond

Continue Franchise Brand Momentum

2014 First Year of Unprecedented Era of Boys' Entertainment

Entertainment Builds Over Several Year Period

Hasbro

COSTS & EXPENSES:

% of Net Revenues	2012 Actuals	2013 Actuals	2014 Trends	Comments
Cost of Sales	40.8%	40.7%		Favorable product mix as well as favorable impact of cost savings
Royalties	7.4%	6.7%		2014 Strong entertainment year
Product Development	4.6%	5.0%		Consistent with historical trends as a % of revenues
Advertising	10.3%	9.8%		Consistent with historical trends as a % of revenues in 10 to 11% range
Intangible Amortization	1.3%	1.4%		Increase in dollars due to Backflip, offset by declines in other assets
Programming Amortization	1.0%	1.2%		Expect to remain in consistent % of revenues range
S, D & A	19.9%	20.6%		Increases due to investments and inflation
Interest Expense	2.2%	2.2%		Consistent with historical trends as % of revenues
Underlying Tax Rate	27%	25.8%		2014 tax rate anticipated in 26 to 27% range

Data excludes all charges and benefits during the periods.

2103 COST OF SALES

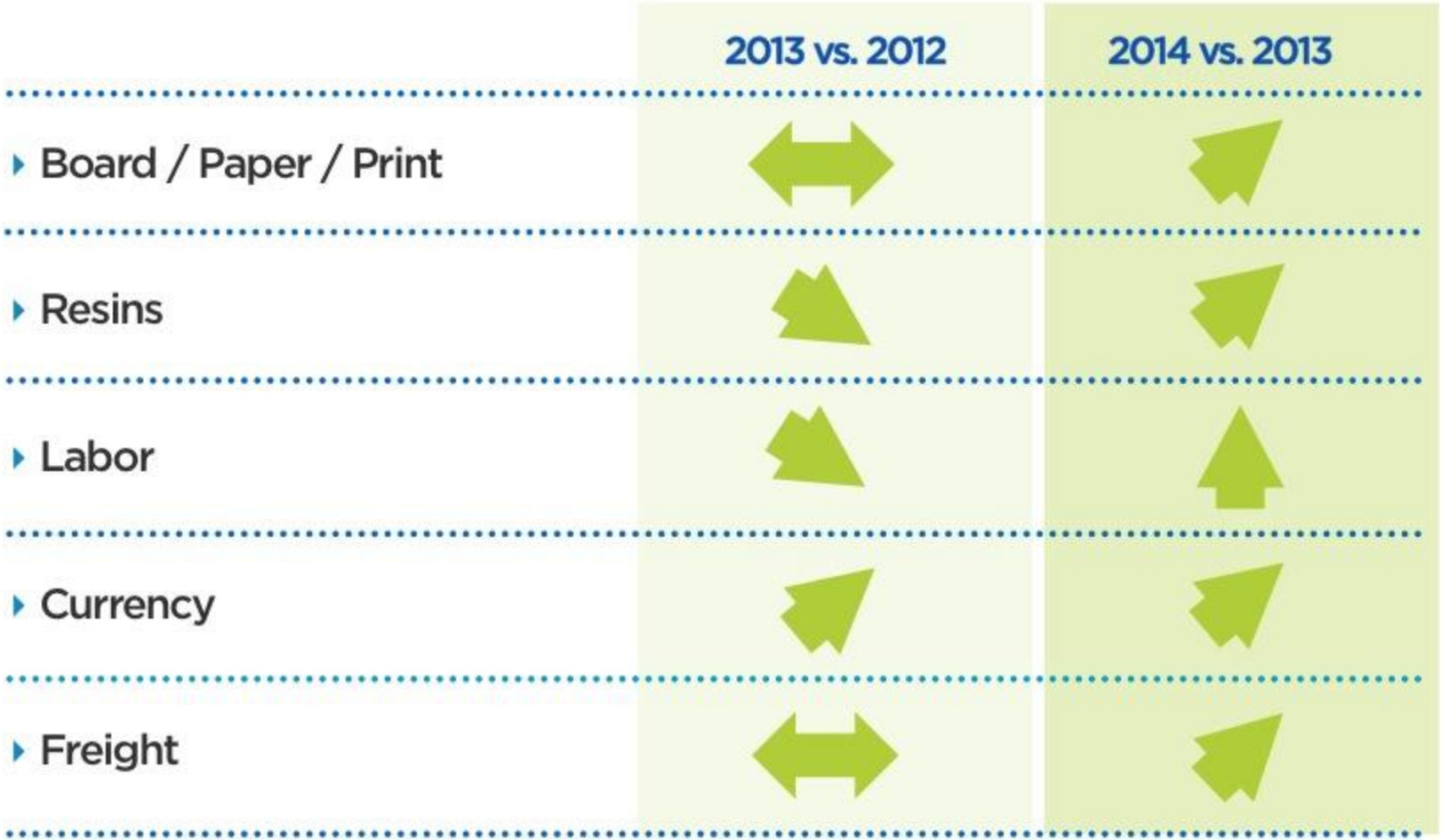
As a % of Revenue	
Revenue	100%
Gross Margin	59.0%
Cost of Sales	40.7%

Board/Paper/Print	7.2%
Resins	5.7%
Electronics / Metals	3.7%
All Other	2.3%
Total	**18.9%**

Labor	8.6%
Factory Overhead	7.5%
Freight/Import Costs	2.4%
Tooling	1.5%
Inventory Variances	1.8%
Total	**21.8%**

Cost of Sales
40.7%

INPUT COST TRENDS



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LOWER INTANGIBLE

Amortization in Future Years

Year	Expected Amortization
2014	$56M
2015	$44M
2016	$36M
2017	$35M
2018	$24M

Includes Backflip Studios Amortization

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MEDIUM-TERM OUTLOOK

Through the Execution of our Branded Play Strategy, we are Focused on Delivering Long-Term Profitable Growth and Enhanced Total Shareholder Return

Revenue

- Developed economies grow modestly through brand innovation and market share gains
- Targeting double digit growth in emerging markets

Operating Profit Outlook

- Over the next several years, we expect underlying operating profit, absent restructuring charges, to grow faster than revenues

Cash Flow Outlook

- Generate operating cash flow in the amount of $500M on average
- Invest in our business
- Return cash to shareholders through dividend and buyback programs

Q&A

2014 HASBRO toy fair INVESTOR EVENT